4Cast

***ASU30***

*ASU30 and ATUU30 are acronyms for Adult Smoker Under 30 and Adult Tobacco User Under 30. The term ‘adult’ is defined by local law, but shall in no circumstance refer to any person under the age of 18. Likewise, consistent with BAT’s International Marketing Standards, terms such as ‘consumer’, ‘target consumer’, ‘smoker’, or ‘target audience’ refer only to smokers whom are adults.*

**LOCAL LEGISLATION / REGULATIONS**

*The material contained in this document may present executions and themes that are not legally permissible or acceptable in some markets. Likewise, because tobacco regulation and the company’s own views on socially responsible marketing change over time, previously approved activities may no longer be permissible. Therefore, you must obtain local legal and CORA approval before proceeding with any activity in your market.*

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***THIRD PARTY TRADEMARKS***

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|  |  |  |  |
| --- | --- | --- | --- |
| **QUESTIONNAIRE FLOW : SCREENER** | | | |
| **Section** | **Question #** | **Question** | **Type** |
| **SCREENER** | S1a | Gender | Not asked |
| S1b | Center | Single |
| S2a | Age Screening (Exact Age) | Value |
| S2b | Age screening by month (18-20 years) | Single |
| S2c | Age Screening (2) | Single |
| S3 | Trade / profession screening | Multi |
| S4a | Whether participated in market research | Single |
| S4c | Whether participated in tobacco research | Single |
| S5 | Smoke cigarettes daily | Single |
| S6 | Average daily consumption | Value |
| S7 | Regular brand | Single (define) |
| S8 | Time with regular brand | Single |
| S9 | Purchase format – pack or stick | Single |
| S10 | Purchase frequency | Single |
| S11 | Occasional brands | Multi (define) |
| S12 | Proportion of Regular and other brands | Value |
| S13a | Occasions of smoking | Multi |
| S13b | Distribution of ADC into occasions | Value |
| S14 | Regular brand disposition | Single |
| S15a-c | Demographic questions to be included as per market needs | Single |
|  | | | |
| **MAIN QUESTIONNAIRE** | | | |
| **BRAND AWARENESS, USAGE & DISPOSITION** | Q1 | Regular brand reconfirmation | Single (define) |
| Q2 | Prompted awareness | Multi |
| Q3 | Trial in last 3 months | Multi |
| **BRAND EQUITY (PRE)** | Q4a | Forming Brand Equity set | Not asked |
| Q4b | Brand Equity question | Association |
| **PRE SMOKE EVALUATION** | Q5 | Purchase intention | Single |
| Q6 | Packs / sticks at trial | Single |
| Q7 | Price perception | Single |
| Q8 | Overall Liking | Single |
| Q9a | Likes of the offer | Open ended |
| Q9b | Dislikes of the offer | Open ended |
| Q10 | Uniqueness | Single |
| Q11 | Relevance | Single |
| Q12 | Believability | Single |
| Q13 | Excitement | Single |
| Q14 | Main benefit | Open ended |
| Q15 | Perception grid | Scale 1-5 |
| Q16 | Image ratings of the offer | Scale 1-5 |
| Q17 | Overall appeal of the offer | Single |
| **EX-CATEGORY** | Q18 | Overall Liking 6 point scale for ex-category comparison | Single |

|  |  |  |  |
| --- | --- | --- | --- |
| **1 STICK EVALUATION** | Q19 | Repeat Purchase intention | Single |
| Q20 | Purchase as regular / occasional / rarely | Single |
| Q21 | Packs / Sticks at repeat | Single |
| Q22 | Repeat purchase frequency | Single |
| Q23 | Proportion of Test proposition and other brands | Value |
| Q24 | Average weekly consumption of Test proposition | Value |
| Q25 | Price perception | Single |
| Q26 | Performance versus Expectation | Single |
| Q27 | Uniqueness | Single |
| Q28 | Relevance | Single |
| Q29 | Excitement | Single |
| Q30 | Image ratings of the offer | Scale 1-5 |
| Q31 | Overall appeal of the offer | Single |
| **POST SMOKE EVALUATION**  **(VISIT 2)** | P1-P3 | Placement questions – on products smoked | - |
| Q1 | Reconfirmation of regular brand | Single (Value) |
| Q2 | Repeat Purchase intention | Single |
| Q3 | Purchase as regular / occasional / rarely | Single |
| Q4 | Packs / Sticks at repeat | Single |
| Q5 | Repeat purchase frequency | Single |
| Q6 | Proportion of Test proposition and other brands | Value |
| Q7 | Average weekly consumption of Test proposition | Value |
| Q8 | Price perception | Single |
| Q9 | Performance versus Expectation | Single |
| Q10 | Uniqueness | Single |
| Q11 | Relevance | Single |
| Q12 | Excitement | Single |
| Q13 | Perception grid | Scale 1-5 |
| Q14 | Image ratings of the offer | Scale 1-5 |
| Q15 | Overall appeal of the offer | Single |
| Q16a | Likes of the offer | Open ended |
| Q16b | Dislikes of the offer | Open ended |
| **BRAND EQUITY (POST)** | Q17 | Brand Equity question | Association |
| **OCCASIONS** | Q18a | Occasions of smoking Test proposition | Multi |
| Q18b | Distribution of weekly consumption into occasions | Value |
| **MOMENTS FRAMEWORK** | Q19 | Moments framework | Scale 1-5 |
| **EX-CATEGORY** | Q20 | Overall Liking 6 point scale for ex-category comparison | Single |
| **TALK VALUE** | Q34 | Sources of information | Multi |
| Q35 | Recommend ability | Single |
| **FUTURE SHAPERS** | FS1 – FS5 | Future shapers questions | - |
| **PRICE ELASTICITY MODULE** | PE1 | CBC like price elasticity module | Choice tasks |
| **END** | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **OPTIONAL SECTION: SMOKER BEHAVIOUR** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **This section will move up within the Q’re flow if included** | | | SB1 | Previous brand | | | | | | | | | | | | | | Single (Define) | | | | | | | | | | | | | | |
| SB2 | Substitute brand | | | | | | | | | | | | | | Single (Define) | | | | | | | | | | | | | | |
| SB3a | Forming evoke set | | | | | | | | | | | | | | Not asked | | | | | | | | | | | | | | |
| SB3b | Pre-Disposition of Test proposition masked by evoke set brands | | | | | | | | | | | | | | Scale 1-5 | | | | | | | | | | | | | | |
| SECTION 1 – SCREENER QUESTIONNAIRE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **S1a** | **Record Gender (DO NOT ASK)** | | |  | | | | | |  | |  | |  | | | | | |  | | | | | | | | | | | | | | | | |
|  | | | | | | **CODE** | |  | | **GO TO** | | | | | |  | | | | | | | | | | | | | | | | |
| **MALE** | | | | | | **1** | |  | | **S1b** | | | | | |  | | | | | | | | | | | | | | | | |
| **FEMALE** | | | | | | **2** | |  | |  | | | | | | | | | | | | | | | | |
|  | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **S1b** | **Record Centre** | | |  | | | | | |  | | | | | **Code** | | | | |  | | | | | | | | | | | | | | | | |
|  | | | | | |  | | | | | **1** | | | | |  | | | | | | | | | | | | | | | | |
|  | | | | | |  | | | | | **2** | | | | |  | | | | | | | | | | | | | | | | |
|  | | | | | |  | | | | | **3** | | | | |  | | | | | | | | | | | | | | | | |
|  | | | | | |  | | | | | **4** | | | | |  | | | | | | | | | | | | | | | | |
|  | | | | | |  | | | | | **5** | | | | |  | | | | | | | | | | | | | | | | |
|  |  | | |  | | | | | |  | |  | | |  | | | | |  | | | | | | | | | | | | | | | | |
|  | SAY : Good morning / afternoon / evening. My name is ……………………… I work for an independent market research company called ……………………… I wonder if I could ask you a few questions. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **S2a** | First of all, how old are you?  **INTERVIEWER TO ASK FOR EXACT AGE**  **IF EXACT AGE MENTIONED, FIRST CODE AGE. THEN CODE AGE RANGE IN THE GRID**  **IF EXACT AGE NOT MENTIONED/ REFUSED, ASK “In which of these age categories do you fall?”** | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | **Write Exact Age** | | | | | | | | | | | | | | | | | | **Years** | | | | | | | | | | | | |  | |
| **(in completed years)** | | | | | | | | | | | | | | | | | |  | | | | | | | |  | | | | |  | |
| **POST CODE THE AGE IN THE GRID BELOW** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |
|  | | | **AGE** | | | | | | | | | **CODE** | | | | |  | |  | | | | | | | | | | | |  | |
|  | | | Under 18yrs [or min legal age] | | | | | | | | | **1** | | | | |  | | **CLOSE** | | | | | | | | | | | |  | |
|  | | | 18-20yrs | | | | | | | | | **2** | | | | |  | | **S2b** | | | | | | | | | | | |  | |
|  | | | 21-24yrs | | | | | | | | | **3** | | | | |  | |
|  | | | 25-29yrs | | | | | | | | | **4** | | | | |  | | **S3a** | | | | | | | | | | | |
|  | | | 30-34yrs | | | | | | | | | **5** | | | | |  | |
|  | | | 35-44yrs | | | | | | | | | **6** | | | | |  | |
|  | | | 45-54yrs | | | | | | | | | **7** | | | | |  | |
|  | | | 55-64yrs | | | | | | | | | **8** | | | | |  | |
|  | | | 65+yrs | | | | | | | | | **9** | | | | |  | | **CLOSE** | | | | | | | | | | | |  | |
|  |  | | |  | | |  | | | | | | | | |  | | | | |  | |  | | | | | | | | | | | | | |
|  | **CLOSE INTERVIEW IF LESS THAN 18 YEARS OR ABOVE 64 YEARS, I.E. CODED 1 OR 9 IN THE AGE GRID ABOVE. ASK S2b IF CODE 2/3 AT S2a (Depending on Minimum Legal Age)** | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | |  | | | | | |
| **S2b** | You mentioned that you are (**READ AGE AT S2a**) years old - which out of the following options best describes your age today? | | |  | |  | | | | | | | | | | | | | | | | |  | | | | | |  | |  | | | | | |
|  | | **AGE** | | | | | | | | | | | | | | | | | **CODE** | | | | | |  | | **GO TO** | | |  | | |
|  | | I am 18/19/21 years and 1 month | | | | | | | | | | | | | | | | | 01 | | | | | |  | | **CLOSE** | | |  | | |
|  | | I am 18/19/21 years and 2 months | | | | | | | | | | | | | | | | | 02 | | | | | |  | |
|  | | I am 18/19/21 years and 3 months | | | | | | | | | | | | | | | | | 03 | | | | | |  | |
|  | | I am 18/19/21 years and 4 months | | | | | | | | | | | | | | | | | 04 | | | | | |  | |
|  | | I am 18/19/21 years and 5 months | | | | | | | | | | | | | | | | | 05 | | | | | |  | |
|  | | I am 18/19/21 years and 6 months | | | | | | | | | | | | | | | | | 06 | | | | | |  | |
|  | | I am 18/19/21 years and 7 months | | | | | | | | | | | | | | | | | 07 | | | | | |  | | **S2c** | | |  | | |
|  | | I am 18/19/21 years and 8 months | | | | | | | | | | | | | | | | | 08 | | | | | |  | |
|  | | I am 18/19/21 years and 9 months | | | | | | | | | | | | | | | | | 09 | | | | | |  | |
|  | | I am 18/19/21 years and 10 months | | | | | | | | | | | | | | | | | 10 | | | | | |  | |
|  | | I am 18/19/21 years & 11 months but not yet 19/20/22 years | | | | | | | | | | | | | | | | | 11 | | | | | |  | |
|  | | I am 19 years old | | | | | | | | | | | | | | | | | 12 | | | | | |  | |
|  | | I am 20 years old | | | | | | | | | | | | | | | | | 13 | | | | | |  | |
|  | | I am 21 years old | | | | | | | | | | | | | | | | | 14 | | | | | |  | |
|  | | I am 22 years old | | | | | | | | | | | | | | | | | 15 | | | | | |  | |
|  | | I am 23 years old | | | | | | | | | | | | | | | | | 16 | | | | | |  | |
|  | | I am 24 years old | | | | | | | | | | | | | | | | | 99 | | | | | |  | | **CLOSE** | | |  | | |
|  |  | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | **CHECK QUOTA AND CONTINUE** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **S2c** | We are only interested in your smoking behaviour since you were **(MINIMUM LEGAL AGE)** years old. Therefore, since your **(MINIMUM LEGAL AGE)**th birthday to the present day, for how long have you been regularly smoking manufactured cigarettes, that is, normally at least one cigarette per day?  **SHOW CARD. READ OUT LIST.**  **SINGLE CODE** | | | |  | | | | | | | | | | | | | |  | | | | | |  | |  | | | | | | | | | |
|  | | | **TIME SMOKING CIGARETTES** | | | | | | | | | | | **CODE** | | | | | |  | |  | | | | | | | | |  |
|  | | | 3 months or less | | | | | | | | | | | **1** | | | | | |  | | **CLOSE** | | | | | | | | |  |
|  | | | More than 3 months, up to 6 months | | | | | | | | | | | **2** | | | | | |  | |
|  | | | More than 6 months, up to 1yr | | | | | | | | | | | 3 | | | | | |  | | **CONTINUE** | | | | | | | | |  |
|  | | | More than 1yr, upto 18 months (1½yrs) | | | | | | | | | | | 4 | | | | | |  | |
|  | | | More than 18 months up to 2yrs | | | | | | | | | | | 5 | | | | | |  | |
|  | | | More than 2yrs, up to 5yrs | | | | | | | | | | | 6 | | | | | |  | |
|  | | | More than 5yrs, up to 10yrs | | | | | | | | | | | 7 | | | | | |  | |
|  | | | More than 10yrs | | | | | | | | | | | 8 | | | | | |  | |
|  | | |  | | | | | | | | | | |  | | | | | |  | |  | | | | | | | | | |
| **S3** | Do you or any of your close relatives work in any of the following trades or professions:  **SHOW CARD/VISUAL.** Read out list ([[1]](#footnote-1)). | | | |  | | | |  | | | | | | | | |  | | | | | | | |  | | | | |  | | | | | |
|  | | | | **TRADE / PROFESSION** | | | | | | | | | **CODE** | | | | | | | |  | | **GO TO** | | | | |  | | | |
|  | | | | Banking | | | | | | | | | 1 | | | | | | | |  | | **S4a** | | | | |  | | | |
|  | | | | Journalism/TV/Radio Reporting | | | | | | | | | - | | | | | | | |  | | **CLOSE** | | | | |  | | | |
|  | | | | Public Relations | | | | | | | | | - | | | | | | | |  | |
|  | | | | Market Research | | | | | | | | | - | | | | | | | |  | |
|  | | | | Advertising | | | | | | | | | - | | | | | | | |  | |
|  | | | | Sale/Manufacture of Tobacco Products | | | | | | | | | - | | | | | | | |  | |
|  | | | | Sale/Manufacture of Beer or Spirits | | | | | | | | | 2 | | | | | | | |  | | **S4a** | | | | |  | | | |
|  | | | | Any Other | | | | | | | | | 3 | | | | | | | |  | |
|  | | | |  | | | | | | | | |  | | | | | | | |  | | | | |  | | | | | |
| **S4a** | Have you participated in any market research survey in the last 3 months? | | | |  | | | |  | |  | |  | |  | | | | | | | | | | | | | | | | | | | | | |
|  | | | |  | | **CODE** | |  | | **GO TO** | | | | | | | | |  | | | | | | | | | | | | |
|  | | | | Yes | | 1 | |  | | S4b | | | | | | | | |  | | | | | | | | | | | | |
|  | | | | No | | 2 | |  | | S5 | | | | | | | | |  | | | | | | | | | | | | |
|  | | | |  | |  | |  | |  | | | | | | | | | | | | | | | | | | | | | |
| **S4b** | You said that you have participated in a market research survey in the last 3 months. What was the topic of the survey? Was that about tobacco? | | | |  | | | |  | |  | |  | |  | | | | | | | | | | | | | | | | | | | | | |
|  | | | |  | | **CODE** | |  | | **GO TO** | | | | | | | | |  | | | | | | | | | | | | |
|  | | | | Yes | | 1 | |  | | **CLOSE** | | | | | | | | |  | | | | | | | | | | | | |
|  | | | | No | | 2 | |  | | S5 | | | | | | | | |  | | | | | | | | | | | | |
|  | | | |  | |  | |  | |  | | | | | | | | | | | | | | | | | | | | | |
| **S5** | Do you normally smoke at least one manufactured cigarette a day? | | | |  | | | |  | |  | |  | |  | | | | | | | | | | | | | | | | | | | | | |
|  | | | |  | | **CODE** | |  | | **GO TO** | | | | | | | | |  | | | | | | | | | | | | |
|  | | | | Yes | | 1 | |  | | S6 | | | | | | | | |  | | | | | | | | | | | | |
|  | | | | No | | 2 | |  | | **CLOSE** | | | | | | | | |  | | | | | | | | | | | | |
|  | | | |  | |  | |  | |  | | | | | | | | | | | | | | | | | | | | | |

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| **S6** | On average, how many manufactured cigarettes do you normally smoke a day?  **RECORD THE EXACT NUMBER OF CIGARETTES CONSUMED PER DAY AND CODE TO THE CORRECT INTERVAL**  ***(\* TERMINATION CRITERION LESS THAN 5 CIGARETTES A DAY SUBJECT TO MARKET’S AVERAGE DAILY CONSUMTPION)*** |  | | |  | |  | |  | |  | | | |
|  | | | **EXACT NUMBER** |  | |  |  | |  | | | |
|  | | |  | |  | |  | |  | | | |
|  | | | **AVERAGE DAILY CONSUMPTION** | | **CODE** | |  |  | | |  | |
|  | | | 1-4 cigarettes a day | | 1 | |  | **CLOSE\*** | | |  | |
|  | | | 5-9 cigarettes a day | | 2 | |  | **CONTINUE** | | |  | |
|  | | | 10-15 cigarettes a day | | 3 | |  |  | |
|  | | | 16-20 cigarettes a day | | 4 | |  |  | |
|  | | | 21-30 cigarettes a day | | 5 | |  |  | |
|  | | | 31-40 cigarettes a day | | 6 | |  |  | |
|  | | | 41-50 cigarettes a day | | 7 | |  |  | |
|  | | | More than 50 cigarettes a day | | 8 | |  |  | |
|  | | |  | |  | |  | |  | | | |
| **S7** | What is your regular brand, that is, the one you smoke more than any other brand nowadays?   * **DO NOT READ OUT LIST** * **PROMPT FOR BRAND IDENTIFICATION (KS, MENTHOL, LIGHTS, SUPER LONG, ETC.)** |  | | |  | |  | |  | |  | | | |
|  | | | **REGULAR BRAND** | | **CODE** | |  | |  | | | |
|  | | |  | | ……… | |  | |  | | | |
|  | | |  | |  | |  | |  | | | |
|  | | | **CODE EXACT VERSION BELOW. SINGLE CODE** | | | |  | |  | | | |
|  | | | **REGULAR BRAND** | | **CODE** | |  | **GO TO** | | | |  |
|  | | | Brand A | | 1 | |  | **S8** | | | |  |
|  | | | Brand B | | 2 | |  |
|  | | | Brand C | | 3 | |  |
|  | | | Brand D | | 4 | |  |
|  | | | …………………………………. | | …… | |  |
|  | | | Others | | ……. | |  | **CLOSE** | | | |  |
|  | | |  | |  | |  | |  | | | |
| **S8** | Since you were (**MINIMUM LEGAL AGE**) to the present day, for how long have you been smoking (**READ BRAND CODED AT S6**) as your regular brand? |  | | |  | |  | |  | |  | | | |
|  | | | **TIME WITH REGULAR BRAND** | | **CODE** | |  | **GO TO** | | | |  |
|  | | | Less than 3 months | | 1 | |  | **CLOSE** | | | |  |
|  | | | 3 – 6 months (incl. 3 & 6 months) | | 2 | |  |
|  | | | 6 months - 1 year (incl. 1 year) | | 3 | |  | **S9** | | | |  |
|  | | | More than 1 year, up to 18 months (one and half years) | | 4 | |  |
|  | | | More than 18 months up to 2 years | | 5 | |  |
|  | | | 2 – 3 years (incl. 3 years) | | 6 | |  |
|  | | | 3 - 5 years (incl. 5 years) | | 7 | |  |
|  | | | 5 - 10 years (incl. 10 years) | | 8 | |  |
|  | | | More than 10 years | | 9 | |  |
|  | | |  | |  | |  | |  | | | |
|  | **S9 NOT TO BE ASKED IF THIS IS A PACKS ONLY/STICKS ONLY MARKET** | | | | | | | | | | | | | |
| **S9** | In what format do you normally buy your regular brand? Is that in packs or in sticks? | |  | |  | |  | | |  | |  | | |
|  | **REGULAR BRAND** | | | | | | **CODE** | |  | | |
|  | Packs | | | | | | 1 | |  | | |
|  | Sticks | | | | | | 2 | |  | | |
|  | Both, but purchase as packs more often | | | | | | 3 | |  | | |
|  | Both, but purchase as sticks more often | | | | | | 4 | |  | | |
|  | |  | |  | | |  | |  | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S10** | How often do you buy your regular brand of cigarettes? |  | |  | | |  | |  |  | |
|  | **PURCHASE FREQUENCY** | | | | | | **CODE** |  | |
|  | Daily or almost daily | | | | | | 1 |  | |
|  | Not daily, but more than twice a week | | | | | | 2 |  | |
|  | Once or twice a week | | | | | | 3 |  | |
|  | At least once every two weeks | | | | | | 4 |  | |
|  | At least once a month | | | | | | 5 |  | |
|  | Less often | | | | | | 6 |  | |
|  | | | | | | | | | |
| **S11** | You said that your regular brand of cigarettes is (**MENTION REGULAR BRAND**). Do you smoke any other cigarette brand nowadays?  Which other cigarette brands? Any others? (**FIXED PROBE**)  **LIST IN ORDER OF MENTION. WRITE BRAND NAME AND UNIQUE BRAND CODE IN SPACES PROVIDED BELOW. USE BOOKLET I TO FIND BRAND CODE. PROBE RESPONDENT FOR HOUSE, FAMILY GROUP (TAR DELIVERY), FAMILY (LENGTH, FILTER/PLAIN, FLAVOUR) AND SKU DETAILS** |  | | | | | | | | | |
|  | **ORDER** | | **OTHER BRAND(S) NAME** | **OTHER BRAND(S) CODE** | | | |  |  |
|  | **1st** | |  |  | | | |  |  |
|  | **2nd** | |  |  | | | |  |  |
|  | 3rd | |  |  | | | |  |  |
|  | **4th** | |  |  | | | |  |  |
|  | **…..** | |  |  | | | |  |  |
|  | **IF NO OCCASIONAL BRAND PRESENT, CODE 9999** | | | | | | |  |  |
|  | **DO NOT ASK S12a/S12b IF NO BRAND CODED IN S11** | | | | | | | | | | |
|  | **S12a NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET** | | | | | | | | | | |
| **S12a** | **ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9**  Of the last 100 cigarette sticks you purchased, how many of them were (**MENTION REGULAR BRAND**), and how many were other cigarette brands? | **ENSURE THAT THE TOTAL NUMBER OF CIGARETTES SMOKED IS EXACTLY 100** | | | | | | | |  | |
|  | **Products/ Offers** | | | | | **No. of cigarettes** | |  | |
|  | Regular Brand | | | | |  | |  | |
|  | Other brands | | | | |  | |  | |
|  | TOTAL | | | | | 100 | |  | |
|  | |  | | |  |  | |  | |
|  | **S12b NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET** | | | | | | | | | | |
| **S12b** | **ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9**  Of the last 10 cigarette packs you purchased, how many of them were (**MENTION REGULAR BRAND**), and how many were other cigarette brands? | **ENSURE THAT THE TOTAL NUMBER OF PACK PURCHASED IS EXACTLY 10** | | | | | | | |  | |
|  | **Products/ Offers** | | | | | **No. of Packs** | |  | |
|  | Regular Brand | | | | |  | |  | |
|  | Other brands | | | | |  | |  | |
|  | TOTAL | | | | | 10 | |  | |
|  | |  | | |  |  | |  | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S13a** | During which of these occasions do you usually smoke?   * **SHOW CARD** * **READ OUT STATEMENTS** * **MULTIPLE CODING** * **CODE RESPONSES IN THE GRID BELOW** | |  |  | | | | | | | |  | |
| **Groups** | | **Occ. No.** | **Rotate Groups** | | **S13a** | | **S13b** |
|  |
|  | | 1 | First thing in the morning | |  | |  |
|  | | 2 | Last thing at night | |  | |  |
|  | | 3 | After meals | |  | |  |
|  | | 4 | Taking a break from work | |  | |  |
| **S13b** | You said you normally smoke (**MENTION ADC FROM S6**) cigarettes in a day. Could you please distribute your daily consumption across the occasions smoked on?   * **SHOW CARD** * **ENSURE RELEVANT OCCASSIONS ARE COVERED** * **CODE RESPONSES IN THE GRID BELOW** | |
|  | | 5 | Out with friends / partner | |  | |  |
|  | | 6 | While travelling / commuting from one place to another | |  | |  |
|  | | 7 | While relaxing | |  | |  |
|  | | 8 | While partying / with drinks | |  | |  |
|  | | | | | | | |
| **S14** | You said that your current regular brand of cigarettes is (**MENTION REGULAR BRAND**). Could you please indicate, how likely is it that you will continue to smoke (**MENTION REGULAR BRAND**) as your regular brand in future? | |  | |  | | |  | |  | | |  |
|  | **DISPOSITION - REGULAR BRAND** | | | | | | **CODE** | | |  |
|  | I would definitely not continue to smoke  (**MENTION REGULAR BRAND**) as my regular brand | | | | | | 1 | | |  |
|  | I would probably not continue to smoke  (**MENTION REGULAR BRAND**) as my regular brand | | | | | | 2 | | |  |
|  | I may or may not continue to smoke  (**MENTION REGULAR BRAND**) as my regular brand | | | | | | 3 | | |  |
|  | I would probably continue to smoke  (**MENTION REGULAR BRAND**) as my regular brand | | | | | | 4 | | |  |
|  | I would definitely continue to smoke  (**MENTION REGULAR BRAND**) as my regular brand | | | | | | 5 | | |  |
|  | |  | | |  | |  | | |  |
|  | **S15a-S15c : DEMOGRAPHIC SECTION – TO BE INCLUDED AS PER END MARKET NEEDS** | | | | | | | | | | | | |
| **S15a** | What is the highest Educational qualification you have achieved? | | **DETAILS TO BE MODIFIED BY fw AGENCY** | | | | | | | | | | |
| **S15b** | What is your average monthly household income? | | **DETAILS TO BE MODIFIED BY fw AGENCY** | | | | | | | | | | |
| **S15c** | What is your average monthly personal income? | | **DETAILS TO BE MODIFIED BY fw AGENCY** | | | | | | | | | | |
|  | | **FW AGENCY TO ADD THE SEC CLASSIFICATION RELEVANT TO THE MARKET** | | | | | | | | | | | |
|  | | **SAY:** We are conducting a survey among a special group of cigarette smokers like you. Would you like to participate in further interviews during which we will give you some cigarettes to smoke  **IF RESPONDENT IS WILLING, CHECK QUOTA AND RECRUIT RESPONDENT FOR RELEVANT PANEL AND CONTINUE** | | | | | | | | | | | |

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| 4Sight- MAIN QUESTIONNAIRE |

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| **BRAND AWARENESS, USAGE & DISPOSITION** |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q1** | **Regular Brand Confirmation**  RECONFIRM REGULAR BRAND FROM SCREENING (RECRUITMENT) Q’RE |  | | | | | | |
|  | **REGULAR BRAND** | | | **CODE** | |  |
|  | | | **…** | |
|  | **IF THE BRAND HAS A NUMBER OF VARIETIES, PROMPT FOR BRAND IDENTIFICATION (KS, MENTHOL, LIGHTS, SUPER LONG, ETC.). WRITE EXACT VERSION** | | | | |  |
| **Q2** | **Prompted Awareness**  Please look at these cigarette brands. Please tell me all the brands you know or have heard of even if you have never smoked them. Any other? Any other? (**FIXED PROBE**) |  |  | | | |  | |
| **PRE SELECTED BRAND LIST** | **PROMPTED AWARENESS (Q2)** | **TRIED IN LAST 3 MONTHS (Q3)** | |  | |
| **Brand A** | **1** | **1** | |
| **Brand b** | **2** | **2** | |
| **Q3** | **Tried in last 3 months**  Please look at these cigarette brands again. Please tell me which, if any, of them you have tried in the last 3 months, even if only once. Any other? Any other? (**FIXED PROBE**)   * **SHOW PHOTO BOARD I**   **• CODE EACH MENTION IN GRID BELOW**   * **MULTIPLE CODING POSSIBLE** | **Brand c – TEST Proposition** | **3** | **3** | |
| **Brand d** | **4** | **4** | |
| **Brand e** | **5** | **5** | |
|  |  |  |  | |  | |
|  | ***INSTRUCTION FOR RESEARCHER ON HOW TO SELECT THE ABOVE BRANDS***   * **BRAND C WILL ALWAYS HAVE TO BE THE TEST BRAND (AT HOUSE LEVEL)** * **BRANDS A, B, D & E WILL HAVE TO BE OTHER KEY BRANDS IN THE SAME PRICE SEGMENT AS THE TEST BRAND HOUSE** * **ALL OF BRANDS A, B, C (TEST BRAND), D & E MUST BELONG TO 5 DIFFERENT/UNIQUE BRAND HOUSES [ONLY IN A RARE CASE THAT THE PRICE SEGMENT IN CONSIDERATION HAS LESS THAN 5 KEY BRAND HOUSES, THEN MOVE TO THE IMMEDIATE HIGHER OR LOWER PRICE SEGMENTS]** | | | | | | | |

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| **BRAND EQUITY (PRE)** | | | | | | |
| **Q4a** | **Forming The ‘Brand Equity’ Set**  PLEASE RECORD ALL THE BRAND NAMES (AT HOUSE LEVEL) CODED IN Q2 (I.E. AWARE OF) IN THE GRID BELOW  **PROCEED ONLY IF BRAND ‘C’ CODED IN Q2 (I.E. AWARE OF TEST BRAND HOUSE). ELSE SKIP TO Q5** |  |  |  | |  |
|  | BRAND AWARE OF  (AT HOUSE LEVELS ONLY) | | BRAND CODE |  |
|  |  | |  |  |
|  |  | |  |  |
|  |  | |  |  |
|  |  | |  |  |
|  |  | |  |  |
| THE ABOVE SET (BRAND EQUITY SET) WILL NOW HAVE AT MOST FIVE UNIQUE BRAND HOUSES INCLUSIVE OF THE TEST BRAND HOUSE. INPUT THESE BRANDS IN THE BELOW QUESTION | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q4b** | **Brand Equity**  Let’s go through some statements people have used in the past to describe cigarette brands. I will read out a list of brands. In this task, we would like you to tell us to what brands, if any, these statements fully apply to. You may choose one brand or more than one brand or none of the brands.  **ROTATE THE ORDER OF STATEMENTS**  **READ THE STATEMENT AND THEN THE BRAND NAMES. ASK FOR EACH STATEMENT ONE BY ONE. IF NONE ASSOCIATED CODE “99”**  \*NONE ASSOCIATED - DO NOT SHOW THIS OPTION |  | | | | |  | | |  | |
|  |  | INPUT BRANDS HERE FROM Q4a | | | | | **None\* associated** | |  |
|  |  |  |  |  |  |  |  |
|  | Appeals to me more than other brands | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand for someone like me | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand that is setting the trends | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand that meets my needs | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Offers something different to other brands | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand that I have a higher opinion of | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a high quality brand | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand offering good taste | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand offering good value for money | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | | | | | | | | | |

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| **BRANDED CONCEPT : PRE SMOKE EVALUATION** | | | | | | | | |
|  | **SAY :** Now as you know from time to time a cigarette manufacturer changes its brand offering in the market e.g. Prices are changed, new pack sizes are launched, new brand variants are launched, and new packs, communication etc are launched. Please look at the entire offer including the Name/brand/packaging/product description and price.  **SHOW BRANDED OFFER MATERIALS (PACK/ COMMUNICATION ETC) AND MENTION BRAND/OFFER NAME** | | | | | | | |
|  | NEW LAUNCHES:   * FOR COMPLETELY NEW LAUNCHES WHICH IS NOT PART OF AN EXISTING RANGE, QUESTION Q5a SHOULD BE ASKED * FOR NEW RANGE EXTENSION (E.G. LAUNCH OF KENT NANO WHEN OTHER KENT VARIANTS ARE ALREADY AVAILABLE), Q5b QUESTION SHOULD BE ASKED   RELAUNCHES:   * FOR RELAUNCHES, WHERE A PARTICULAR VERSION OF AN EXISTING RANGE IS REPLACED (E.G. KENT SURROUND REPLACING KENT ACTRON), QUESTION Q5c SHOULD BE ASKED (5c.1 to SOB FRANCHISE & 5c.2 to CURRENT FRANCHISE) * FOR RELAUNCHES, WHERE THE ENTIRE EXISTING RANGE IS REPLACED (E.G. PACK CHANGE OF AN EXISTING BRAND RANGE), QUESTION Q5d SHOULD BE ASKED (5d.1 to SOB FRANCHISE & 5d.2 to CURRENT FRANCHISE)   INTERVIEWER TO SHOW RESPONDENT STIMULI MATERIAL ACCORDING TO THE PANEL | | | | | | | |
| **Q5a** | **Purchase Intention** |  | |  | |  | | |
| Suppose this offer is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | I would definitely not buy it | | **1** | |  | **GO TO Q7** |  |
| I would probably not buy it | | **2** | |  |  |
| I might or might not buy it | | **3** | |  |  |
| I would probably buy it | | **4** | |  | **GO TO Q6a/b** |  |
| I would definitely buy it | | **5** | |  |  |
|  |  | |  | | | |
| **Q5b** | **Purchase Intention** |  | |  | |  | | |
| Suppose this offer is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes along with other currently available variants of (MENTION OFFER HOUSE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | I would definitely not buy it | | **1** | |  | **GO TO Q7** |  |
| I would probably not buy it | | **2** | |  |  |
| I might or might not buy it | | **3** | |  |  |
| I would probably buy it | | **4** | |  | **GO TO Q6a/b** |  |
| I would definitely buy it | | **5** | |  |  |
|  |  | |  | | | |
|  | FOR SOB FRANCHISE: | | | | | | | |
| **Q5c.1** | **Purchase Intention** |  | |  | |  | | |
| Suppose this version of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | I would definitely not buy it | | **1** | |  | **GO TO Q7** |  |
| I would probably not buy it | | **2** | |  |  |
| I might or might not buy it | | **3** | |  |  |
| I would probably buy it | | **4** | |  | **GO TO Q6a/b** |  |
| I would definitely buy it | | **5** | |  |  |
|  |  | |  | | | |

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|  | FOR CURRENT FRANCHISE: | | | | | | | | | | | |
| **Q5c.2** | **Purchase Intention** |  | | | | | |  |  | | | |
| Suppose this version of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand? **SHOW CARD** | I would definitely not continue to buy it as my regular brand | | | | | | **1** |  | **GO TO Q7** | |  |
| I would probably not continue to buy it as my regular brand | | | | | | **2** |  |  |
| I might or might not continue to buy it as my regular brand | | | | | | **3** |  |  |
| I would probably continue to buy it as my regular brand | | | | | | **4** |  | **GO TO Q6a/b** | |  |
| I would definitely continue to buy it as my regular brand | | | | | | **5** |  |  |
|  |  | |  | | | | | | | |
|  | FOR SOB FRANCHISE: | | | | | | | | | | | |
| **Q5d.1** | **Purchase Intention** |  | |  | |  | | | | | | |
| Suppose this range of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | I would definitely not buy it | | **1** | |  | **GO TO Q7** | | | |  | |
| I would probably not buy it | | **2** | |  |  | |
| I might or might not buy it | | **3** | |  |  | |
| I would probably buy it | | **4** | |  | **GO TO Q6a/b** | | | |  | |
| I would definitely buy it | | **5** | |  |  | |
|  |  | |  | | | | | | | |
|  | FOR CURRENT FRANCHISE: | | | | | | | | | | | |
| **Q5d.2** | **Purchase Intention** |  | | | | | |  |  | | | |
| Suppose this range of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand? **SHOW CARD** | I would definitely not continue to buy it as my regular brand | | | | | | **1** |  | **GO TO Q7** | |  |
| I would probably not continue to buy it as my regular brand | | | | | | **2** |  |  |
| I might or might not continue to buy it as my regular brand | | | | | | **3** |  |  |
| I would probably continue to buy it as my regular brand | | | | | | **4** |  | **GO TO Q6a/b** | |  |
| I would definitely continue to buy it as my regular brand | | | | | | **5** |  |  |
|  |  | |  | | | | | | | |

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|  | Q6a NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | | | | |
| **Q6a** | **Sticks at Trial**  ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9  Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many sticks would you buy the first time you purchase this product? |  | |  |  | |  |
|  | | **STICKS AT TRIAL** | |  |  |
|  | | 1........................................ | | 1 |  |
|  | | 2........................................ | | 2 |  |
|  | | 3........................................ | | 3 |  |
|  | | 4........................................ | | 4 |  |
|  | | 5........................................ | | 5 |  |
|  | | 6........................................ | | 6 |  |
|  | | 7........................................ | | 7 |  |
|  | | 8........................................ | | 8 |  |
|  | | 9 OR MORE ...................... | | 9 |  |
|  | | NONE................................ | | 10 |  |
|  | |  |  | |  |
|  | Q6b NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET | | | | | | |
| **Q6b** | **Packs at Trial**  ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9  Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many packs would you buy the first time you purchase this product? | |  |  |  | |  |
|  | **PACKS AT TRIAL** | |  |  |
|  | 1........................................ | | 1 |  |
|  | 2........................................ | | 2 |  |
|  | 3........................................ | | 3 |  |
|  | 4........................................ | | 4 |  |
|  | 5........................................ | | 5 |  |
|  | 6........................................ | | 6 |  |
|  | 7........................................ | | 7 |  |
|  | 8........................................ | | 8 |  |
|  | 9 OR MORE ...................... | | 9 |  |
|  | NONE................................ | | 10 |  |
|  |  |  | |  |

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| --- | --- | --- | --- | --- |
|  | ASK ALL. CONTINUE TO SHOW BRANDED OFEER MATERIAL | | | |
| **Q7** | **Price Perception**  Considering that (MENTION OFFER NAME) is available for (MENTION PRICE), how do you feel about the price of this offer? |  |  |  |
| Price should be much lower | **1** |  |
| Price should be slightly lower | **2** |  |
| It is priced just right | **3** |  |
| Price can be slightly higher | **4** |  |
| Price can be much higher | **5** |  |
|  |  |  |
|  | ASK ALL. CONTINUE TO SHOW BRANDED OFEER MATERIAL | | | |
| **Q8** | **Overall Liking**  Please tell me how much you like this offer? |  |  |  |
| I dislike it a lot | **1** |  |
| I somewhat dislike it | **2** |  |
| I neither like nor dislike it | **3** |  |
| I somewhat like it | **4** |  |
| I like it a lot | **5** |  |
|  |  |  |
| **Q9a** | **Likes**  Please tell me everything you like about this offer? Anything else? FIXED PROBE | **RECORD VERBATIM** | | |
| **Q9b** | **Dislikes**  Please tell me everything you dislike about this offer? Anything else? FIXED PROBE | **RECORD VERBATIM** | | |
| **Q10** | **Uniqueness**  How new and different is this offer to other currently available cigarette offers? |  |  |  |
| Not at all new and different | **1** |  |
| Slightly new and different | **2** |  |
| Somewhat new and different | **3** |  |
| Very new and different | **4** |  |
| Extremely new and different | **5** |  |
|  |  |  |
| **Q11** | **Relevance**  How relevant is this offer to you? |  |  |  |
| Not at all relevant | **1** |  |
| Slightly relevant | **2** |  |
| Somewhat relevant | **3** |  |
| Very relevant | **4** |  |
| Extremely relevant | **5** |  |
|  |  |  |
| **Q12** | **Believability**  To what extent do you find what you've been shown about this offer believable? |  |  |  |
| Very believable | **1** |  |
| Somewhat believable | **2** |  |
| Not very believable | **3** |  |
| Not at all believable | **4** |  |
|  |  |  |
| **Q13** | **Excitement**  How exciting do you find this offer? |  |  |  |
| Very exciting | **1** |  |
| Quite exciting | **2** |  |
| Not very exciting | **3** |  |
| Not at all exciting | **4** |  |
|  |  |  |
| **Q15** | **Main Benefits**  When looking at this offer what do you think the main benefit is?  **OPTIONAL ONLY IF APPROVED BY LEGAL CORA** | **RECORD VERBATIM** | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q15** | **Perception Grid**  Please consider all aspects of the offer as I read a list of statements. Please state how strongly you agree with the following statements. **SHOW CARD.**  **ROTATE ATTRIBUTES** |  | | | | | | | | | | |  | | | | |  | |
|  | | | | Disagree Strongly | | | Disagree Somewhat | | Neither agree nor disagree | | | Agree Somewhat | Agree Strongly | *TEST BRAND* | | |  |
| The offer fits with Brand (House) | | | | **1** | | | **2** | | **3** | | | **4** | **5** |  | | |  |
| The offer is meant for people like me | | | | **1** | | | **2** | | **3** | | | **4** | **5** |  | | |  |
| The offer does something better or in addition to other existing offers | | | | **1** | | | **2** | | **3** | | | **4** | **5** |  | | |  |
| **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** | | | | | | | | | | | | | | | | | |
|  | SAY: Now I would like to hear your opinion on this offer (SHOW BRANDED OFFER MATERIAL), & your regular cigarette brand (MENTION REGULAR BRAND) on a series of attributes. As an example, please take a look at this card (DISPLAY EXAMPLE ATTRIBUTE CARD). One end of the card says “USE EVERYDAY” while the other end says “USE ONLY FOR SPECIAL OCCASIONS” and there are five boxes in between. If you think that you would use the brand every day, you would give it a score near this end of the scale (POINT TO BOXES 5 AND 4). If you think you would use the brand only on special occasions, you would give it a score near this end of the scale (POINT TO BOXES 2 AND 1).    EXAMPLE ATTRIBUTE CARD - ENSURE RESPONDENT HAS UNDERSTOOD THE SCALE BEFORE CONTINUING   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Use Everyday | 5 | 4 | 3 | 2 | 1 | Use only for special occasions | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
| **Q16a** | **Brand Image Ratings**  I will read a list of statements used to describe different characteristics for cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION BRAND) based on whatever you have seen or heard or experienced so far.  **FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | | | | |  | | | | |  | | |
| BRAND IMAGERY | | | | | | | | | | | | | ***Test Brand*** | | ***Regular Brand*** | | |
| Not a Prestigious brand | **1** | **2** | **3** | | **4** | **5** | | A Prestigious brand | | | | |  | |  | | |
| A Value brand | **1** | **2** | **3** | | **4** | **5** | | A Premium brand | | | | |  | |  | | |
| A brand for adult smokers over 30 years | **1** | **2** | **3** | | **4** | **5** | | A brand for adult smokers below 30 years | | | | |  | |  | | |
| A Traditional brand | **1** | **2** | **3** | | **4** | **5** | | A Modern brand | | | | |  | |  | | |
| *EITHER ONE OF PREMIUM/PRESTIGE AND/OR ASU30/MODERN TO BE ASKED DEPENDING ON THE BRAND(S) INTO CONSIDERATION – DELETE THIS ROW ONCE QUESTIONNAIRE IS FINALIZED* | | | | | | | | | | | | | | | | | |
| Poor Value for Money brand | **1** | **2** | **3** | | **4** | **5** | | Good Value for Money brand | | | | |  | |  | | |
| Low Quality Product | **1** | **2** | **3** | | **4** | **5** | | High Quality Product | | | | |  | |  | | |
| Unattractive Stick (Optional) | **1** | **2** | **3** | | **4** | **5** | | Attractive Stick (Optional) | | | | |  | |  | | |
| The stick is not comfortable to smoke (Optional) | **1** | **2** | **3** | | **4** | **5** | | The stick is comfortable to smoke (Optional) | | | | |  | |  | | |
| Custom attribute 1 | **1** | **2** | **3** | | **4** | **5** | | Custom attribute 1 | | | | |  | |  | | |
| Custom attribute 2 | **1** | **2** | **3** | | **4** | **5** | | Custom attribute 2 | | | | |  | |  | | |
| ALWAYS ASK LAST  Overall the image of the brand is not appealing to me | **1** | **2** | **3** | | **4** | **5** | | Overall the image of the brand is appealing to me | | | | |  | |  | | |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STIMULI MATERIALWHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | | | | | | | | | |

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| **Q16b** | **Pack Image Ratings**  I will read a list of statements used in the past to describe the package of different cigarette brands. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far.  **ASK FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | |  | |  |
| **PACK** | | | | | | | | ***Test Brand*** | ***Regular Brand*** |
| Low Quality Packaging | **1** | **2** | **3** | **4** | **5** | High Quality Packaging | |  |  |
| A pack I am not proud to display | **1** | **2** | **3** | **4** | **5** | A pack I am proud to display | |  |  |
| Pack connotes strong tasting cigarettes | **1** | **2** | **3** | **4** | **5** | Pack connotes mild tasting cigarettes | |  |  |
| Pack meant for women | **1** | **2** | **3** | **4** | **5** | Pack meant for men | |  |  |
| Pack does not fit with \_\_\_\_\_ (MENTION TEST / REGULAR BRAND HOUSE) | **1** | **2** | **3** | **4** | **5** | Pack fits well with \_\_\_\_\_ (MENTION TEST / REGULAR BRAND HOUSE) | |  |  |
| Custom attributes | **1** | **2** | **3** | **4** | **5** | Custom attributes | |  |  |
| ALWAYS ASK LAST  Overall the pack is Unattractive | **1** | **2** | **3** | **4** | **5** | Overall the pack is Attractive | |  |  |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE PACK WHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | |
| **Q16c** | **Product Ratings**  I will read a list of statements used in the past to describe the product characteristics of different cigarette brands. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far  **ASK FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | |  | |  |
| **PRODUCT** | | | | | | | | ***Test Brand*** | ***Regular Brand*** |
| Low Quality Product | **1** | **2** | **3** | **4** | **5** | High Quality Product | |  |  |
| Poor Taste | **1** | **2** | **3** | **4** | **5** | Good Taste | |  |  |
| Harsh Taste | **1** | **2** | **3** | **4** | **5** | Smooth Taste | |  |  |
| Strong tasting cigarette | **1** | **2** | **3** | **4** | **5** | Mild tasting cigarette | |  |  |
| Unpleasant Taste Quality | **1** | **2** | **3** | **4** | **5** | Pleasant Taste Quality | |  |  |
| Custom attributes | **1** | **2** | **3** | **4** | **5** | Custom attributes | |  |  |
| ALWAYS ASK LAST  Overall I dislike the taste of the cigarette | **1** | **2** | **3** | **4** | **5** | Overall I like the taste of the cigarette | |  |  |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STIMULUS WHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | |

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| **Q16d** | **Communication Ratings**  I will read a list of statements used in the past to describe the communication of different cigarette brands. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far  **ASK FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | | | | |  | | | |  | |
| **COMMUNICATION** | | | | | | | | | | | | ***Test Brand*** | | ***Regular Brand*** | |
| The communication does not fit with \_\_\_\_\_ (MENTION TEST / REGULAR BRAND HOUSE) | | **1** | **2** | **3** | **4** | **5** | | The communication fits well with \_\_\_\_\_ (MENTION TEST / REGULAR BRAND HOUSE) | | | |  | |  | |
| The communication does not catch attention | | **1** | **2** | **3** | **4** | **5** | | The communication catches attention | | | |  | |  | |
| The communication is not easy to understand | | **1** | **2** | **3** | **4** | **5** | | The communication is easy to understand | | | |  | |  | |
| The claims of the communication are not believable | | **1** | **2** | **3** | **4** | **5** | | The claims of the communication are believable | | | |  | |  | |
| Custom attributes | | **1** | **2** | **3** | **4** | **5** | | Custom attributes | | | |  | |  | |
| ALWAYS ASK LAST:  Overall I do not find the communication appealing | | **1** | **2** | **3** | **4** | **5** | | Overall I find the communication appealing | | | |  | |  | |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE COMMUNICATION BOARD WHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | | | | | | | |
| **Q17** | **Overall Appeal**  Taking into account the OVERALL brand characteristics, such as pack, communication, image, price, etc., could you tell me to what extent (MENTION OFFER NAME) is appealing to you? **SHOW CARD** | |  | | | | | | | | | |  | |  | | | |
|  | | | | | | **Test Brand** | | **Regular Brand** | | | | | |  | |
| Not at all Appealing | | | | | | **1** | | **1** | | | | | |  | |
| Not That Appealing | | | | | | **2** | | **2** | | | | | |  | |
| Quite Appealing | | | | | | **3** | | **3** | | | | | |  | |
| Very Appealing | | | | | | **4** | | **4** | | | | | |  | |
| Extremely Appealing | | | | | | **5** | | **5** | | | | | |  | |
| * **recorD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STIMULI WHILE RATING TEST BRAND** * **do not show any stimulus while rating regular brand** | | | | | | | | | | | | | | | |

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| **EX-CATEGORY** | | | | |
| **Q17** | **Overall Liking** |  |  |  |
| Which statement best describes how much you think you would like or dislike this offer?  **SHOW CARD** | Do not like at all | 1 |  |
| Like slightly | 2 |  |
| Like somewhat | 3 |  |
| Like quite well | 4 |  |
| Like very well | 5 |  |
| Like extremely | 6 |  |
|  |  |  |

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| --- |
| SAY : I would now like you to try a stick of (MENTION OFFER NAME). Please smoke this cigarette to develop and opinion of the product experience.  **OFFER 1 CIGARETTE FROM THE PACK.**  **WAIT FOR THE RESPONDENT TO FINISH SMOKING THE CIGARETTE. THE RESPONDENT SHOULD NOT BE SMOKING THE CIGARETTE WHILE ANSWERING ANY OF THE NEXT QUESTIONS** |

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| **1 STICK EVALUATION** | | | | | | | | | | | | | | | |
| NEW LAUNCHES:   * FOR COMPLETELY NEW LAUNCHES WHICH IS NOT PART OF AN EXISTING RANGE, QUESTION Q19a SHOULD BE ASKED * FOR NEW RANGE EXTENSION (E.G. LAUNCH OF KENT NANO WHEN OTHER KENT VARIANTS ARE ALREADY AVAILABLE), Q19b QUESTION SHOULD BE ASKED   RELAUNCHES:   * FOR RELAUNCHES, WHERE A PARTICULAR VERSION OF AN EXISTING RANGE IS REPLACED (E.G. KENT SURROUND REPLACING KENT ACTRON), QUESTION Q19c SHOULD BE ASKED (19c.1 to SOB FRANCHISE & 19c.2 to CURRENT FRANCHISE) * FOR RELAUNCHES, WHERE THE ENTIRE EXISTING RANGE IS REPLACED (E.G. PACK CHANGE OF AN EXISTING BRAND RANGE), QUESTION Q19d SHOULD BE ASKED (19d.1 to SOB FRANCHISE & 19d.2 to CURRENT FRANCHISE)   INTERVIEWER TO SHOW RELEVANT STIMULI MATERIALS ACCORDING TO THE PANEL | | | | | | | | | | | | | | | |
| **Q19a** | | **Repeat Purchase Intention** |  | | | | |  | | | |  | | | |
| Having tried the product, suppose (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once?  **SHOW CARD** | I would definitely not buy it | | | | | **1** | | | |  | **GO TO Q25** | |  |
| I would probably not buy it | | | | | **2** | | | |  |  |
| I might or might not buy it | | | | | **3** | | | |  |  |
| I would probably buy it | | | | | **4** | | | |  | **GO TO Q20** | |  |
| I would definitely buy it | | | | | **5** | | | |  |  |
|  | | |  | | | |  | | | | | |
| **Q19b** | | **Repeat Purchase Intention** |  | | | | |  | | | |  | | | |
| Having tried the product, suppose this offer is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes along with other currently available variants of (MENTION OFFER HOUSE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | I would definitely not buy it | | | | | **1** | | | |  | **GO TO Q25** | |  |
| I would probably not buy it | | | | | **2** | | | |  |  |
| I might or might not buy it | | | | | **3** | | | |  |  |
| I would probably buy it | | | | | **4** | | | |  | **GO TO Q20** | |  |
| I would definitely buy it | | | | | **5** | | | |  |  |
|  | | |  | | | |  | | | | | |
|  | FOR SOB FRANCHISE: | | | | | | | | | | | | | | |
| **Q19c.1** | **Repeat Purchase Intention** | |  | |  | | | |  | | | | | | |
| Having tried the product, suppose this version of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | | I would definitely not buy it | | **1** | | | |  | | **GO TO Q25** | | |  | |
| I would probably not buy it | | **2** | | | |  | |  | |
| I might or might not buy it | | **3** | | | |  | |  | |
| I would probably buy it | | **4** | | | |  | | **GO TO Q20** | | |  | |
| I would definitely buy it | | **5** | | | |  | |  | |
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|  | FOR CURRENT FRANCHISE: | | | | | | | | | | | | | | |
| **Q19c.2** | **Repeat Purchase Intention** | |  | | | | | |  | |  | | | | |
| Having tried the product, suppose this version of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand? **SHOW CARD** | | I would definitely not continue to buy it as my regular brand | | | | | | **1** | |  | **GO TO Q25** | | |  |
| I would probably not continue to buy it as my regular brand | | | | | | **2** | |  |  |
| I might or might not continue to buy it as my regular brand | | | | | | **3** | |  |  |
| I would probably continue to buy it as my regular brand | | | | | | **4** | |  | **GO TO Q21a/b** | | |  |
| I would definitely continue to buy it as my regular brand | | | | | | **5** | |  |  |
|  |  | |  | | | | | | | | | |
|  | FOR SOB PANEL: | | | | | | | | | | | | | | |
| **Q19d.1** | **Repeat Purchase Intention** | |  | |  | |  | | | | | | | | |
| Having tried the product, suppose this range of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | | I would definitely not buy it | | **1** | |  | **GO TO Q25** | | | | | |  | |
| I would probably not buy it | | **2** | |  |  | |
| I might or might not buy it | | **3** | |  |  | |
| I would probably buy it | | **4** | |  | **GO TO Q20** | | | | | |  | |
| I would definitely buy it | | **5** | |  |  | |
|  |  | |  | | | | | | | | | |
|  | FOR CURRENT FRANCHISE: | | | | | | | | | | | | | | |
| **Q19d.2** | **Repeat Purchase Intention** | |  | | | | | |  | |  | | | | |
| Having tried the product, suppose this range of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand? **SHOW CARD** | | I would definitely not continue to buy it as my regular brand | | | | | | **1** | |  | **GO TO Q25** | | |  |
| I would probably not continue to buy it as my regular brand | | | | | | **2** | |  |  |
| I might or might not continue to buy it as my regular brand | | | | | | **3** | |  |  |
| I would probably continue to buy it as my regular brand | | | | | | **4** | |  | **GO TO Q21a/b** | | |  |
| I would definitely continue to buy it as my regular brand | | | | | | **5** | |  |  |
|  |  | |  | | | | | | | | | |
| **Q20** | | **Purchase as regular/ occasional/ rarely** |  | | | | | | |  | | |  | | |
| If you were going to smoke this proposition in the future (MENTION OFFER NAME) would you smoke these cigarettes – as your regular brand or occasionally or rarely? | As regular brand | | | | | | | 1 | | |  | | |
| Occasionally | | | | | | | 2 | | |  | | |
| Rarely | | | | | | | 3 | | |  | | |
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|  | Q21A NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | | | | | | | | |
| **Q21a** | **Sticks at Repeat**  ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9  Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many sticks would you buy the first time you purchase this product? |  | |  | |  | | |  | | |
|  | **STICKS AT REPEAT** | |  | |  |  | |  | |
|  | 1........................................ | | 1 | |  | **GO TO Q22** | |  | |
|  | 2........................................ | | 2 | |  |  | |
|  | 3........................................ | | 3 | |  |  | |
|  | 4........................................ | | 4 | |  |  | |
|  | 5........................................ | | 5 | |  |  | |
|  | 6........................................ | | 6 | |  |  | |
|  | 7........................................ | | 7 | |  |  | |
|  | 8........................................ | | 8 | |  |  | |
|  | 9 OR MORE ...................... | | 9 | |  |  | |
|  | NONE................................ | | 10 | |  | **GO TO Q25** | |  | |
|  | |  | |  | | |  | | |
|  | 21b NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET | | | | | | | | | | |
| **Q21b** | **Packs at Repeat**  ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9  Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many packs would you buy the first time you purchase this product? |  | |  | |  | | |  | | |
|  | **PACKS AT REPEAT** | |  | |  |  | | |  |
|  | 1........................................ | | 1 | |  | **GO TO Q22** | | |  |
|  | 2........................................ | | 2 | |  |  |
|  | 3........................................ | | 3 | |  |  |
|  | 4........................................ | | 4 | |  |  |
|  | 5........................................ | | 5 | |  |  |
|  | 6........................................ | | 6 | |  |  |
|  | 7........................................ | | 7 | |  |  |
|  | 8........................................ | | 8 | |  |  |
|  | 9 OR MORE ...................... | | 9 | |  |  |
|  | NONE................................ | | 10 | |  | **GO TO Q25** | | |  |
|  | |  | |  | | |  | | |

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| **Q22** | **Repeat Purchase Frequency** |  |  |  |
| Please look at this CARD. How often do you think you would buy (MENTION OFFER NAME) if it was available where you usually purchase cigarettes?  **SHOW CARD** | Daily or almost daily | 1 |  |
| Not daily, but more than twice a week | 2 |  |
| Once or twice a week | 3 |  |
| At least once every two weeks | 4 |  |
| At least once a month | 5 |  |
| Less often | 6 |  |
|  |  |  |

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|  | Q23a NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | | | | |
| **Q23a** | **ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9**  Now that you have smoked (MENTION OFFER NAME), If this product is available where you usually buy your cigarettes, in this pack of ...... (MENTION PACK SIZE) cigarettes, and at a price of ………. (MENTION PRICE), out of the next 100 cigarettes that you purchase, how many would be of this product and how many would be other cigarettes? | **ENSURE THAT THE TOTAL NUMBER OF CIGARETTES IS EXACTLY 100** | | | | |  |
|  | **Products/ Offers** | | | **No. of cigarettes** |  |
|  | OFFER | | |  |  |
|  | OTHERS | | |  |  |
|  | TOTAL (MUST ADD TO 100) | | | 100 |  |
|  | |  |  |  |  |

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|  | Q23b NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | | | | |
| **Q23b** | **ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9**  Now that you have smoked (MENTION OFFER NAME), If this product is available where you usually buy your cigarettes, in this pack of ...... (MENTION PACK SIZE) cigarettes, and at a price of ………. (MENTION PRICE), out of the next 10 packs that you purchase, how many would be of this product and how many would be other cigarettes? | **ENSURE THAT THE TOTAL NUMBER OF CIGARETTES IS EXACTLY 10** | | | | |  |
|  | **Products/ Offers** | | | **No. of cigarettes** |  |
|  | OFFER | | |  |  |
|  | OTHERS | | |  |  |
|  | TOTAL (MUST ADD TO 10) | | | 10 |  |
|  | |  |  |  |  |

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|  | Q24A NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | |
| **Q24a** | **Average Weekly consumption of offer**  **ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9**  You said you would consider smoking this (MENTION OFFER NAME). Could you tell me how many sticks of the offer would you smoke in a week? | **RECORD VERBATIM** | | |
|  | Q24b NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET | | | |
| **Q24b** | **Average Weekly consumption of offer**  **ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9**  You said you would consider smoking this (MENTION OFFER NAME). Could you tell me how many packs of the offer would you smoke in a week? | IF LESS THAN 1 PACK MENTIONED, EXAMPLE HALF A PACK, CODE 0.5 | | |
|  | ASK ALL. CONTINUE TO SHOW BRANDED OFEER MATERIAL | | | |
| **Q25** | **Price Perception**  Considering that (MENTION OFFER NAME) is available for (MENTION PRICE), how do you feel about the price of this offer? |  |  |  |
| Price should be much lower | **1** |  |
| Price should be slightly lower | **2** |  |
| It is priced just right | **3** |  |
| Price can be slightly higher | **4** |  |
| Price can be much higher | **5** |  |
|  |  |  |
| **Q26** | **Performance vs. Expectation**  Now that you have smoked (MENTION OFFER NAME), I would like you to compare your opinion about (MENTION OFFER NAME) with what you had expected before smoking the product. Please choose the phrase that best describes your opinion about the product (MENTION OFFER NAME) after smoking the product. |  |  |  |
| Offer is much better than I had expected | **1** |  |
| Offer is slightly better than I had expected | **2** |  |
| Offer is similar to what I had expected | **3** |  |
| Offer is slightly worse than what I had expected | **4** |  |
| Offer is much worse than what I had expected | **5** |  |
|  |  |  |
| **Q27** | **Uniqueness**  How new and different is this offer to other currently available cigarette offers? |  |  |  |
| Not at all new and different | **1** |  |
| Slightly new and different | **2** |  |
| Somewhat new and different | **3** |  |
| Very new and different | **4** |  |
| Extremely new and different | **5** |  |
|  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q28** | **Relevance**  How relevant is this offer to you? | |  | | | | | | | | |  | |  |
| Not at all relevant | | | | | | | | | **1** | |  |
| Slightly relevant | | | | | | | | | **2** | |  |
| Somewhat relevant | | | | | | | | | **3** | |  |
| Very relevant | | | | | | | | | **4** | |  |
| Extremely relevant | | | | | | | | | **5** | |  |
|  | | | | | | | | |  | |  |
| **Q29** | **Excitement**  How exciting do you find this offer? | |  | | | | | | | | |  | |  |
| Very exciting | | | | | | | | | **1** | |  |
| Quite exciting | | | | | | | | | **2** | |  |
| Not very exciting | | | | | | | | | **3** | |  |
| Not at all exciting | | | | | | | | | **4** | |  |
|  | | | | | | | | |  | |  |
| **Q30** | **Image Ratings**  I will read a list of statements used to describe different characteristics for cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION BRAND) based on whatever you have seen or heard or experienced so far.  **FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | | |  | | |  | |
| IMAGERY | | | | | | | | | ***Test Brand*** | | ***Regular Brand*** | |
| Not a Prestigious brand | | **1** | **2** | **3** | **4** | **5** | A Prestigious brand | |  | |  | |
| A Value brand | | **1** | **2** | **3** | **4** | **5** | A Premium brand | |  | |  | |
| A brand for adult smokers over 30 years | | **1** | **2** | **3** | **4** | **5** | A brand for adult smokers below 30 years | |  | |  | |
| A Traditional brand | | **1** | **2** | **3** | **4** | **5** | A Modern brand | |  | |  | |
| *EITHER ONE OF PREMIUM/PRESTIGE AND/OR ASU30/MODERN TO BE ASKED DEPENDING ON THE BRAND(S) INTO CONSIDERATION – DELETE THIS ROW ONCE QUESTIONNAIRE IS FINALIZED* | | | | | | | | | | | | |
| Poor Value for Money brand | | **1** | **2** | **3** | **4** | **5** | Good Value for Money brand | |  | |  | |
| Low Quality Product | | **1** | **2** | **3** | **4** | **5** | High Quality Product | |  | |  | |
| Poor Taste | | **1** | **2** | **3** | **4** | **5** | Good Taste | |  | |  | |
| Unattractive Pack | | **1** | **2** | **3** | **4** | **5** | Attractive Pack | |  | |  | |
| Strong Taste | | **1** | **2** | **3** | **4** | **5** | Mild Taste | |  | |  | |
| Unattractive Stick (Optional) | | **1** | **2** | **3** | **4** | **5** | Attractive Stick (Optional) | |  | |  | |
| The stick is not comfortable to smoke (Optional) | | **1** | **2** | **3** | **4** | **5** | The stick is comfortable to smoke (Optional) | |  | |  | |
| Custom attribute 1 | | **1** | **2** | **3** | **4** | **5** | Custom attribute 1 | |  | |  | |
| Custom attribute 2 | | **1** | **2** | **3** | **4** | **5** | Custom attribute 2 | |  | |  | |
| Custom attribute 3 | | **1** | **2** | **3** | **4** | **5** | Custom attribute 3 | |  | |  | |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STIMULI MATERIALS WHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | | | | |

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| **Q31** | **Overall Appeal**  Taking into account the OVERALL brand characteristics, such as pack, communication, image, price, etc., could you tell me to what extent (MENTION OFFER NAME) is appealing to you? **SHOW CARD** |  | | |  |  | |
|  | **Test Brand** | **Regular Brand** | | |  |
| Not at all Appealing | **1** | **1** | | |  |
| Not That Appealing | **2** | **2** | | |  |
| Quite Appealing | **3** | **3** | | |  |
| Very Appealing | **4** | **4** | | |  |
| Extremely Appealing | **5** | **5** | | |  |
| * **recorD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STIMULI MATERIALS WHILE RATING TEST BRAND** * **do not show any stimulus while rating regular brand** | | | | | |

|  |
| --- |
| EVERY RESPONDENT IS TO BE GIVEN PACKS OF THE OFFER ACCORDING TO THE PANEL DEFINITION  NUMBER OF PACKS TO BE PLACED BASED ON THE TABLE BELOW:    RECORD NO. OF CIGARETTES SMOKED IN A DAY FROM S5 \_\_\_\_\_\_\_\_\_\_  **NO. OF STICKS/DAY** **NO. OF PACKS PLACED**  Up to 10 cigarettes per day One 20’s  11-20 cigarettes per day Two 20’s  21 or more cigarettes per day Three 20’s  ENSURE THAT A SEALED FRESH PACK IS PLACED  SAY: We would now like to give you some packs of (MENTION OFFER NAME) to smoke over the next two days after which I would like to visit you again in your home / office as per your convenience and ask you a few more questions. Please keep all empty packs with you, do not throw them away; I will take them back after two days. Please do not share the cigarettes with anyone else – I need you to smoke them yourself and give your opinion on the same. Please also do not smoke any other cigarette apart from these ones in these two days.  ARRANGE DATE AND TIME FOR SECOND INTERVIEW WITH THE RESPONDENT  DAY : DATE :  TIME : PLACE : |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **POST SMOKE EVALUATION** | | | | | | | | | | | | |
|  | SAY: Welcome to the final stage of the interview. We had placed with you some cigarettes to smoke for the last 2 days. I would now like to know your experiences, feelings and opinions on this product. | | | | | | | | | | | |
| **P1** | How many of these cigarettes did you yourself smoke? Could you please give me the pack(s)?  **RECORD EXACT NUMBER SMOKED MENTIONED IN APPROPRIATE BOXES BELOW. INTERVIEWER TO CHECK EACH PACK AND WRITE THE EXACT NUMBER OF CIGARETTES REMAINING IN PACK(S)** |  |  | |  | | |  | |  | | |
|  | Smoked in 2 days |  | |  | |  | |  | | |
|  | Remaining in Pack |  | |  | |  | |  | | |
|  | Total no. of Cigarettes\* |  | |  | |  | |  | | |
| \*(SHOULD BE SAME AS WHAT WAS PLACED)  TAKE BACK THE EMPTY PACKS OF THE SAMPLES (EVEN WITH ANY REMAINING CIGARETTES). DO NOT LEAVE ANYTHING BEHIND | | | | | | | | | | |
| **P2** | **CODE THE TOTAL NO. OF PLACED CIGARETTES SMOKED BY THE RESPONDENT IN 2 DAYS BELOW** |  |  | |  | | |  | |  | | |
|  | AMOUNT OF CONSUMPTION IN 2 DAYS | | | | CODE | |  | | GO TO |  |
|  | 0 – 9 cigarettes in two days | | | | 1 | |  | | P3 |  |
|  | 10 or more cigarettes in two days | | | | 2 | |  | | Q1 |  |
|  | | | | | | | | | | |

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| --- | --- | --- |
| **P3** | Is there any particular reason why you did not smoke more of these cigarettes that we gave you? | **RECORD VERBATIM** |
| **IF RESPONDENT DID NOT SMOKE MORE CIGARETTES BECAUSE “DID NOT LIKE THE CIGARETTE” (OR IF THE RESPONDENT IS EXPRESSING AN OPINION ABOUT THE CIGARETTE AS THE REASON WHY HE/SHE DID NOT SMOKE MORE) AND IS UNWILLING TO SMOKE MORE CIGARETTES, THEN TERMINATE THE INTERVIEW.**  **IF THE REASON FOR NOT SMOKING MORE IS NOT LINKED TO AN OPINION ON THE CIGARETTES (HAD A COLD/ILLNESS ETC.) THEN ASK IF RESPONDENT WOULD LIKE TO SMOKE IT OVER ANOTHER COUPLE OF DAYS AND GIVE THE INTERVIEW AFTER THAT. IF “YES” ARRANGE THE APPOINTMENT AND REVISIT.** ARRANGE DATE AND TIME FOR SECOND INTERVIEW WITH THE RESPONDENTDAY : DATE:TIME: PLACE: | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q1** | **Regular Brand Confirmation**  RECONFIRM REGULAR BRAND FROM SCREENING (RECRUITMENT) Q’RE AS WELL AS VISIT 1 Q’RE |  | | | |
|  | **REGULAR BRAND** | **CODE** |  |
|  | **…** |
|  | **IF THE BRAND HAS A NUMBER OF VARIETIES, PROMPT FOR BRAND IDENTIFICATION (KS, MENTHOL, LIGHTS, SUPER LONG, ETC.). WRITE EXACT VERSION** | |  |

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| NEW LAUNCHES:   * FOR COMPLETELY NEW LAUNCHES WHICH IS NOT PART OF AN EXISTING RANGE, QUESTION Q2a SHOULD BE ASKED * FOR NEW RANGE EXTENSION (E.G. LAUNCH OF KENT NANO WHEN OTHER KENT VARIANTS ARE ALREADY AVAILABLE), Q2b QUESTION SHOULD BE ASKED   RELAUNCHES:   * FOR RELAUNCHES, WHERE A PARTICULAR VERSION OF AN EXISTING RANGE IS REPLACED (E.G. KENT SURROUND REPLACING KENT ACTRON), QUESTION Q2c SHOULD BE ASKED (2c.1 to SOB FRANCHISE & 2c.2 to CURRENT FRANCHISE) * FOR RELAUNCHES, WHERE THE ENTIRE EXISTING RANGE IS REPLACED (E.G. PACK CHANGE OF AN EXISTING BRAND RANGE), QUESTION Q2d SHOULD BE ASKED (2d.1 to SOB FRANCHISE & 2d.2 to CURRENT FRANCHISE)   INTERVIEWER TO SHOW RELEVANT STIMULI MATERIALS ACCORDING TO THE PANEL | | | | | | | | | | | | | | | |
| **Q2a** | | **Repeat Purchase Intention** |  | | | |  | | |  | | | | | |
| Having smoked the product for two days, suppose this offer is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | I would definitely not buy it | | | | **1** | | |  | | **GO TO Q8** | |  | |
| I would probably not buy it | | | | **2** | | |  | |  | |
| I might or might not buy it | | | | **3** | | |  | |  | |
| I would probably buy it | | | | **4** | | |  | | **GO TO Q3** | |  | |
| I would definitely buy it | | | | **5** | | |  | |  | |
|  | |  | | | |  | | | | | | |
| **Q2b** | | **Repeat Purchase Intention** |  | | | |  | | |  | | | | | |
| Having smoked the product for two days, suppose this offer is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes along with other currently available variants of (MENTION OFFER HOUSE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | I would definitely not buy it | | | | **1** | | |  | | **GO TO Q8** | |  | |
| I would probably not buy it | | | | **2** | | |  | |  | |
| I might or might not buy it | | | | **3** | | |  | |  | |
| I would probably buy it | | | | **4** | | |  | | **GO TO Q3** | |  | |
| I would definitely buy it | | | | **5** | | |  | |  | |
|  | |  | | | |  | | | | | | |
|  | FOR SOB FRANCHISE: | | | | | | | | | | | | | | |
| **Q2c.1** | **Repeat Purchase Intention** | |  | | | | |  | | |  | | | | |
| Having smoked the product for two days, suppose this version of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | | I would definitely not buy it | | | | | **1** | | |  | | **GO TO Q8** | |  |
| I would probably not buy it | | | | | **2** | | |  | |  |
| I might or might not buy it | | | | | **3** | | |  | |  |
| I would probably buy it | | | | | **4** | | |  | | **GO TO Q3** | |  |
| I would definitely buy it | | | | | **5** | | |  | |  |
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|  | FOR CURRENT FRANCHISE: | | | | | | | | | | | | | | |
| **Q2c.2** | **Repeat Purchase Intention** | |  | | | | | |  | |  | | | | |
| Having smoked the product for two days, suppose this version of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand? **SHOW CARD** | | I would definitely not continue to buy it as my regular brand | | | | | | **1** | |  | **GO TO Q8** | | |  |
| I would probably not continue to buy it as my regular brand | | | | | | **2** | |  |  |
| I might or might not continue to buy it as my regular brand | | | | | | **3** | |  |  |
| I would probably continue to buy it as my regular brand | | | | | | **4** | |  | **GO TO Q4a/b** | | |  |
| I would definitely continue to buy it as my regular brand | | | | | | **5** | |  |  |
|  |  | |  | | | | | | | | | |
|  | FOR SOB FRANCHISE: | | | | | | | | | | | | | | |
| **Q2d.1** | **Repeat Purchase Intention** | |  | |  | |  | | | | | | | | |
| Having smoked the product for two days, suppose this range of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? **SHOW CARD** | | I would definitely not buy it | | **1** | |  | **GO TO Q8** | | | | | |  | |
| I would probably not buy it | | **2** | |  |  | |
| I might or might not buy it | | **3** | |  |  | |
| I would probably buy it | | **4** | |  | **GO TO Q3** | | | | | |  | |
| I would definitely buy it | | **5** | |  |  | |
|  |  | |  | | | | | | | | | |
|  | FOR CURRENT FRANCHISE: | | | | | | | | | | | | | | |
| **Q2d.2** | **Repeat Purchase Intention** | |  | | | | | |  | |  | | | | |
| Having smoked the product for two days, suppose this range of (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand? **SHOW CARD** | | I would definitely not continue to buy it as my regular brand | | | | | | **1** | |  | **GO TO Q8** | | |  |
| I would probably not continue to buy it as my regular brand | | | | | | **2** | |  |  |
| I might or might not continue to buy it as my regular brand | | | | | | **3** | |  |  |
| I would probably continue to buy it as my regular brand | | | | | | **4** | |  | **GO TO Q4a/b** | | |  |
| I would definitely continue to buy it as my regular brand | | | | | | **5** | |  |  |
|  |  | |  | | | | | | | | | |
| **Q3** | | **Purchase as regular/ occasional/ rarely** |  | | | | | | |  | | |  | | |
| If you were going to smoke this proposition in the future (MENTION OFFER NAME) would you smoke these cigarettes – as your regular brand or occasionally or rarely? | As regular brand | | | | | | | 1 | | |  | | |
| Occasionally | | | | | | | 2 | | |  | | |
| Rarely | | | | | | | 3 | | |  | | |
|  | | | | | | |  | | |  | | |

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|  | Q4a NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | | | | | | | | |
| **Q4a** | **Sticks at Repeat**  ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9  Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many sticks would you buy the first time you purchase this product? |  | |  | |  | | |  | | |
|  | **STICKS AT REPEAT** | |  | |  |  | |  | |
|  | 1........................................ | | 1 | |  | **GO TO Q5** | |  | |
|  | 2........................................ | | 2 | |  |  | |
|  | 3........................................ | | 3 | |  |  | |
|  | 4........................................ | | 4 | |  |  | |
|  | 5........................................ | | 5 | |  |  | |
|  | 6........................................ | | 6 | |  |  | |
|  | 7........................................ | | 7 | |  |  | |
|  | 8........................................ | | 8 | |  |  | |
|  | 9 OR MORE ...................... | | 9 | |  |  | |
|  | NONE................................ | | 10 | |  | **GO TO Q8** | |  | |
|  | |  | |  | | |  | | |
|  | Q4b NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET | | | | | | | | | | |
| **Q4b** | **Packs at Repeat**  ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9  Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many packs would you buy the first time you purchase this product? |  | |  | |  | | |  | | |
|  | **PACKS AT REPEAT** | |  | |  |  | | |  |
|  | 1........................................ | | 1 | |  | **GO TO Q5** | | |  |
|  | 2........................................ | | 2 | |  |  |
|  | 3........................................ | | 3 | |  |  |
|  | 4........................................ | | 4 | |  |  |
|  | 5........................................ | | 5 | |  |  |
|  | 6........................................ | | 6 | |  |  |
|  | 7........................................ | | 7 | |  |  |
|  | 8........................................ | | 8 | |  |  |
|  | 9 OR MORE ...................... | | 9 | |  |  |
|  | NONE................................ | | 10 | |  | **GO TO Q8** | | |  |
|  | |  | |  | | |  | | |

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| --- | --- | --- | --- | --- |
| **Q5** | **Repeat Purchase Frequency** |  |  |  |
| Please look at this CARD. How often do you think you would buy (MENTION OFFER NAME) if it was available where you usually purchase cigarettes?  **SHOW CARD** | Daily or almost daily | 1 |  |
| Not daily, but more than twice a week | 2 |  |
| Once or twice a week | 3 |  |
| At least once every two weeks | 4 |  |
| At least once a month | 5 |  |
| Less often | 6 |  |
|  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Q6a NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | | | | |
| **Q6a** | **ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9**  Now that you have smoked (MENTION OFFER NAME), If this product is available where you usually buy your cigarettes, in this pack of ...... (MENTION PACK SIZE) cigarettes, and at a price of ………. (MENTION PRICE), out of the next 100 cigarettes that you purchase, how many would be of this product and how many would be other cigarettes? | **ENSURE THAT THE TOTAL NUMBER OF CIGARETTES IS EXACTLY 100** | | | | |  |
|  | **Products/ Offers** | | | **No. of cigarettes** |  |
|  | OFFER | | |  |  |
|  | OTHERS | | |  |  |
|  | TOTAL (MUST ADD TO 100) | | | 100 |  |
|  | |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Q6b NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | | | | |
| **Q6b** | **ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9**  Now that you have smoked (MENTION OFFER NAME), If this product is available where you usually buy your cigarettes, in this pack of ...... (MENTION PACK SIZE) cigarettes, and at a price of ………. (MENTION PRICE), out of the next 10 packs that you purchase, how many would be of this product and how many would be other cigarettes? | **ENSURE THAT THE TOTAL NUMBER OF CIGARETTES IS EXACTLY 10** | | | | |  |
|  | **Products/ Offers** | | | **No. of cigarettes** |  |
|  | OFFER | | |  |  |
|  | OTHERS | | |  |  |
|  | TOTAL (MUST ADD TO 10) | | | 10 |  |
|  | |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Q7a NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET | | | | | | | | | | | | | |
| **Q7a** | **Average Weekly consumption of offer**  **ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9**  You said you would consider smoking this (MENTION OFFER NAME). Could you tell me how many sticks of the offer would you smoke in a week? | | **RECORD VERBATIM** | | | | | | | | | | | |
|  | Q7b NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET | | | | | | | | | | | | | |
| **Q7b** | **Average Weekly consumption of offer**  **ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9**  You said you would consider smoking this (MENTION OFFER NAME). Could you tell me how many packs of the offer would you smoke in a week? | | IF LESS THAN 1 PACK MENTIONED, EXAMPLE HALF A PACK, CODE 0.5 | | | | | | | | | | | |
|  | ASK ALL. CONTINUE TO SHOW BRANDED OFEER MATERIAL | | | | | | | | | | | | | |
| **Q8** | **Price Perception**  Considering that (MENTION OFFER NAME) is available for (MENTION PRICE), how do you feel about the price of this offer? | |  | | | | | | |  | |  | | |
| Price should be much lower | | | | | | | **1** | |  | | |
| Price should be slightly lower | | | | | | | **2** | |  | | |
| It is priced just right | | | | | | | **3** | |  | | |
| Price can be slightly higher | | | | | | | **4** | |  | | |
| Price can be much higher | | | | | | | **5** | |  | | |
|  | | | | | | |  | |  | | |
| **Q9** | **Performance vs. Expectation**  Now that you have smoked (MENTION OFFER NAME) for two days, I would like you to compare your opinion about (MENTION OFFER NAME) with what you had expected before smoking the product. Please choose the phrase that best describes your opinion about the product (MENTION OFFER NAME) after smoking the product. | |  | | | | | | |  | |  | | |
| Offer is much better than I had expected | | | | | | | **1** | |  | | |
| Offer is slightly better than I had expected | | | | | | | **2** | |  | | |
| Offer is similar to what I had expected | | | | | | | **3** | |  | | |
| Offer is slightly worse than what I had expected | | | | | | | **4** | |  | | |
| Offer is much worse than what I had expected | | | | | | | **5** | |  | | |
|  | | | | | | |  | |  | | |
| **Q10** | **Uniqueness**  How new and different is this offer to other currently available cigarette offers? | |  | | | | | | |  | |  | | |
| Not at all new and different | | | | | | | **1** | |  | | |
| Slightly new and different | | | | | | | **2** | |  | | |
| Somewhat new and different | | | | | | | **3** | |  | | |
| Very new and different | | | | | | | **4** | |  | | |
| Extremely new and different | | | | | | | **5** | |  | | |
|  | | | | | | |  | |  | | |
| **Q11** | **Relevance**  How relevant is this offer to you? | |  | | | | | | |  | |  | | |
| Not at all relevant | | | | | | | **1** | |  | | |
| Slightly relevant | | | | | | | **2** | |  | | |
| Somewhat relevant | | | | | | | **3** | |  | | |
| Very relevant | | | | | | | **4** | |  | | |
| Extremely relevant | | | | | | | **5** | |  | | |
|  | | | | | | |  | |  | | |
| **Q12** | **Excitement**  How exciting do you find this offer? | |  | | | | | | |  | |  | | |
| Very exciting | | | | | | | **1** | |  | | |
| Quite exciting | | | | | | | **2** | |  | | |
| Not very exciting | | | | | | | **3** | |  | | |
| Not at all exciting | | | | | | | **4** | |  | | |
|  | | | | | | |  | |  | | |
| **Q13** | **Perception Grid**  Having smoked the product for two days, please look at this CARD. Please consider all aspects of the offer as I read a list of statements. Please state how strongly you agree with the following statements.  **SHOW CARD.**  **ROTATE ATTRIBUTES** |  | | | | |  | | | | | |  | |
|  | | Disagree Strongly | Disagree Somewhat | Neither agree nor disagree | | Agree Somewhat | Agree Strongly | | *TEST BRAND* | | |  |
| The offer fits with Brand (House) | | **1** | **2** | **3** | | **4** | **5** | |  | | |  |
| The offer is meant for people like me | | **1** | **2** | **3** | | **4** | **5** | |  | | |  |
| The offer does something better or in addition to other existing offers | | **1** | **2** | **3** | | **4** | **5** | |  | | |  |
| **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** | | | | | | | | | | | | |

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| **Q14a** | **Brand Image Ratings**  Like in the previous day, I will again read a list of statements used in the past to describe different characteristics of cigarette brands. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far  **FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | |  | |  |
| BRAND IMAGERY | | | | | | | | ***Test Brand*** | ***Regular Brand*** |
| Not a Prestigious brand | **1** | **2** | **3** | **4** | **5** | A Prestigious brand | |  |  |
| A Value brand | **1** | **2** | **3** | **4** | **5** | A Premium brand | |  |  |
| A brand for adult smokers over 30 years | **1** | **2** | **3** | **4** | **5** | A brand for adult smokers below 30 years | |  |  |
| A Traditional brand | **1** | **2** | **3** | **4** | **5** | A Modern brand | |  |  |
| *EITHER ONE OF PREMIUM/PRESTIGE AND/OR ASU30/MODERN TO BE ASKED DEPENDING ON THE BRAND(S) INTO CONSIDERATION – DELETE THIS ROW ONCE QUESTIONNAIRE IS FINALIZED* | | | | | | | | | |
| Poor Value for Money brand | **1** | **2** | **3** | **4** | **5** | Good Value for Money brand | |  |  |
| Low Quality Product | **1** | **2** | **3** | **4** | **5** | High Quality Product | |  |  |
| Unattractive Stick (Optional) | **1** | **2** | **3** | **4** | **5** | Attractive Stick (Optional) | |  |  |
| The stick is not comfortable to smoke (Optional) | **1** | **2** | **3** | **4** | **5** | The stick is comfortable to smoke (Optional) | |  |  |
| Custom attribute 1 | **1** | **2** | **3** | **4** | **5** | Custom attribute 1 | |  |  |
| Custom attribute 2 | **1** | **2** | **3** | **4** | **5** | Custom attribute 2 | |  |  |
| ALWAYS ASK LAST  Overall the image of the brand is not appealing to me | **1** | **2** | **3** | **4** | **5** | Overall the image of the brand is appealing to me | |  |  |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STIMULI MATERIALWHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | |
| **Q14b** | **Pack Image Ratings**  Like in the previous day, I will again read a list of statements used in the past to describe the package of different cigarette brands. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far.  **ASK FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | |  | |  |
| **PACK** | | | | | | | | ***Test Brand*** | ***Regular Brand*** |
| Low Quality Packaging | **1** | **2** | **3** | **4** | **5** | High Quality Packaging | |  |  |
| A pack I am not proud to display | **1** | **2** | **3** | **4** | **5** | A pack I am proud to display | |  |  |
| Pack connotes strong tasting cigarettes | **1** | **2** | **3** | **4** | **5** | Pack connotes mild tasting cigarettes | |  |  |
| Pack meant for women | **1** | **2** | **3** | **4** | **5** | Pack meant for men | |  |  |
| Pack does not fit with \_\_\_\_\_ (MENTION TEST / REGULAR BRAND HOUSE) | **1** | **2** | **3** | **4** | **5** | Pack fits well with \_\_\_\_\_ (MENTION TEST / REGULAR BRAND HOUSE) | |  |  |
| Custom attributes | **1** | **2** | **3** | **4** | **5** | Custom attributes | |  |  |
| ALWAYS ASK LAST  Overall the pack is Unattractive | **1** | **2** | **3** | **4** | **5** | Overall the pack is Attractive | |  |  |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE PACK WHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | |

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| **Q14c** | **Stick Image**  I will read a list of statements used in the past to describe the stick of different cigarette brands. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far.  **ASK FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | |  | |  |
| **Stick** | | | | | | | | ***Test Brand*** | ***Regular Brand*** |
| Low Quality Stick | **1** | **2** | **3** | **4** | **5** | High Quality Stick | |  |  |
| Low Quality Tipping | **1** | **2** | **3** | **4** | **5** | High Quality Tipping | |  |  |
| A stick I am not proud to display | **1** | **2** | **3** | **4** | **5** | A stick I am proud to display | |  |  |
| The stick is not comfortable to smoke (Optional) | **1** | **2** | **3** | **4** | **5** | The stick is comfortable to smoke (Optional) | |  |  |
| Custom attributes | **1** | **2** | **3** | **4** | **5** | Custom attributes | |  |  |
| ALWAYS ASK LAST  Overall the stick is Unattractive | **1** | **2** | **3** | **4** | **5** | Overall the stick is Attractive | |  |  |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STICK WHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | |
| **Q14d** | **Product Ratings**  I will read a list of statements used in the past to describe the product characteristics of different cigarette brands. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far  **ASK FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND** |  | | | | | | |  | |  |
| **PRODUCT** | | | | | | | | ***Test Brand*** | ***Regular Brand*** |
| Low Quality Product | **1** | **2** | **3** | **4** | **5** | High Quality Product | |  |  |
| Poor Taste | **1** | **2** | **3** | **4** | **5** | Good Taste | |  |  |
| Harsh Taste | **1** | **2** | **3** | **4** | **5** | Smooth Taste | |  |  |
| Strong tasting cigarette | **1** | **2** | **3** | **4** | **5** | Mild tasting cigarette | |  |  |
| Unpleasant Taste Quality | **1** | **2** | **3** | **4** | **5** | Pleasant Taste Quality | |  |  |
| Custom attributes | **1** | **2** | **3** | **4** | **5** | Custom attributes | |  |  |
| ALWAYS ASK LAST  Overall I dislike the taste of the cigarette | **1** | **2** | **3** | **4** | **5** | Overall I like the taste of the cigarette | |  |  |
| * **ROTATE ATTRIBUTES** * **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.** * **RECORD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STIMULUS WHILE RATING TEST BRAND** * **DO NOT SHOW ANY STIMULUS WHILE RATING REGULAR BRAND** | | | | | | | | | |

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| **Q15** | **Overall Appeal**  Taking into account the OVERALL brand characteristics, such as pack, communication, image, price, etc., could you tell me to what extent (MENTION OFFER NAME) is appealing to you? **SHOW CARD** |  | | |  |  | | |
|  | **Test Brand** | **Regular Brand** | | |  | |
| Not at all Appealing | **1** | **1** | | |  | |
| Not That Appealing | **2** | **2** | | |  | |
| Quite Appealing | **3** | **3** | | |  | |
| Very Appealing | **4** | **4** | | |  | |
| Extremely Appealing | **5** | **5** | | |  | |
| * **recorD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN** * **THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN** * **SHOW APPROPRIATE STIMULI MATERIALS WHILE RATING TEST BRAND** * **do not show any stimulus while rating regular brand** | | | | | | |
| **Q16a** | **Likes**  Now that you have smoked the product for two days, please tell me everything you like about this offer? Anything else? FIXED PROBE | **RECORD VERBATIM** | | | | | |
| **Q16b** | **Dislikes**  Now that you have smoked the product for two days, please tell me everything you dislike about this offer? Anything else? FIXED PROBE | **RECORD VERBATIM** | | | | | |

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| **BRAND EQUITY (POST)** |
| REMOVE ALL STIMULUS MATERIALS FOR VICINITY OF RESPONDENT – FOR THIS PARTICULAR QUESTION, NO STIMULUS NEEDS TO BE SHOWN  TO BE ADMINISTERED FOR THE SAME BRANDS USED FOR BRAND EQUITY (PRE) I.E. Q4b IN VISIT 1  IF BRAND EQUITY WAS NOT ADMINISTERED IN PRE (VISIT 1), THEN ADMINISTER BRAND EQUITY WITH BRANDS IN Q4a OF VISIT 1 AND THE TEST BRAND HOUSE. INPUT THESE BRANDS IN THE BELOW QUESTION |

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| **Q17** | **Brand Equity**  Let’s go through some statements people have used in the past to describe cigarette brands. I will read out a list of brands. In this task, we would like you to tell us to what brands, if any, these statements fully apply to. You may choose one brand or more than one brand or none of the brands.  **ROTATE THE ORDER OF STATEMENTS**  **READ THE STATEMENT AND THEN THE BRAND NAMES. ASK FOR EACH STATEMENT ONE BY ONE. IF NONE ASSOCIATED CODE “99”**  \*NONE ASSOCIATED - DO NOT SHOW THIS OPTION |  | | | | |  | | |  | |
|  |  | INPUT BRANDS HERE FROM Q4a AND TEST BRAND HOUSE | | | | | **None\* associated** | |  |
|  |  |  |  |  |  |  |  |
|  | Appeals to me more than other brands | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand for someone like me | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand that is setting the trends | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand that meets my needs | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Offers something different to other brands | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand that I have a higher opinion of | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a high quality brand | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand offering good taste | **1** | **2** | **3** | **4** | **5** | **99** | |  |
|  | Is a brand offering good value for money | **1** | **2** | **3** | **4** | **5** | **99** | |  |
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| **OCCASIONS** |

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| **Q18a** | Please look at these occasions and tell me, in which of these occasions would you like to smoke (MENTION OFFER NAME)?   * **SHOW CARD** * **READ OUT STATEMENTS** * **MULTIPLE CODING** * **CODE RESPONSES IN THE GRID** |  |  | | | | |  |
| **Groups** | **Occ. No.** | **Rotate Groups** | **Q18a** | **Q18b** |
|  |
|  | 1 | First thing in the morning |  |  |
|  | 2 | Last thing at night |  |  |
|  | 3 | After meals |  |  |
|  | 4 | Taking a break from work |  |  |
| **Q18b** | You said you would smoke (MENTION RESPONSE FROM Q22A/B) of (MENTION OFFER NAME) in a week. Could you please distribute your weekly consumption of (MENTION OFFER NAME) across the occasions smoked on?   * **SHOW CARD** * **ENSURE RELEVANT OCCASSIONS ARE COVERED** * **CODE RESPONSES IN THE GRID** |
|  | 5 | Out with friends / partner |  |  |
|  | 6 | While travelling / commuting from one place to another |  |  |
|  | 7 | While relaxing |  |  |
|  | 8 | While partying / with drinks |  |  |
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| **MOMENTS FRAMEWORK** | | | | | | | | | | | | | | | |
| **Q19** | I will now read out a list of statements associated with smoking. Thinking of (MENTION OFFER NAME) can you tell me how much you associate the offer (MENTION OFFER NAME) with each of the moments? Please state how strongly you agree that the offer (MENTION OFFER NAME) fits with the following statements  **ROTATE ATTRIBUTES**  **PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’** |  | | | | | | |  | | | | |  | |
|  | | | Disagree Strongly | Disagree Somewhat | | Neither agree nor disagree | | Agree Somewhat | Agree Strongly | | *TEST BRAND* | |  |
| Makes one proud to be seen with | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
| Good for partying / socialising | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
| Fits moments when I need to get energised | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
| Fits relaxing moments | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
| Fits moments when I need to focus | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
| Fits moments when I want to treat myself | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
| Helps me pass time | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
| Good for when I need a moment for myself | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
| Fits all smoking occasions | | | **1** | **2** | | **3** | | **4** | **5** | |  | |  |
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| **EX-CATEGORY** | | | | |
| **Q33** | **Overall Liking**  Which statement best describes how much you think you would like or dislike this offer?  **SHOW CARD** |  |  |  |
| Do not like at all | 1 |  |
| Like slightly | 2 |  |
| Like somewhat | 3 |  |
| Like quite well | 4 |  |
| Like very well | 5 |  |
| Like extremely | 6 |  |
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| **TALK VALUE** |

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| **Q34** | **Sources of Information**  Which of these sources of information would be likely to influence your decision (either positively or negatively) to buy a new {{category / sub-category}} {{product / service}}?  **SELECT ALL THAT APPLY** |  |  |  | |  | |
|  | A friend/relative telling me about it | 01 | |  | |
|  | Free samples being given away | 02 | |  | |
|  | Receiving a coupon | 03 | |  | |
|  | A display or sign in a shop | 04 | |  | |
|  | Seeing it in a shop | 05 | |  | |
|  | Seeing an advert in a newspaper or magazine | 06 | |  | |
|  | An article in a newspaper or magazine | 07 | |  | |
|  | A direct mail piece | 08 | |  | |
|  | A radio programme | 09 | |  | |
|  | A TV programme | 10 | |  | |
|  | An advert on TV | 11 | |  | |
|  | An advert on Radio | 12 | |  | |
|  | The Internet | 13 | |  | |
|  | Seeing it at an event | 14 | |  | |
|  | Seeing someone else using it | 15 | |  | |
|  | None of these | 16 | |  | |
|  |  |  | |  | |
| **Q35** | **Recommend to an adult smoker friend**  If this offer was available would you recommend it to an adult smoker friend? |  |  |  | |  | |
|  | I would recommend it to my adult smoker friends | | 01 | |  |
|  | I would not recommend it to my adult smoke friends | | 02 | |  |
|  |  |  | |  | |

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| **FUTURE SHAPERS** |

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|  | **SWITCHING QUESTIONS** | | | | | | | | | | | | | | | | | |
| **FS1** | Which of these best describes how you would feel when switching to a new cigarette brand for the first time?  If you choose a number towards the left, the more you agree with the opinion on the left. The nearer to the right you choose, the more you feel the opinion on the right describes how you feel. SINGLE CODE |  | | |  | |  |  |  |  |  |  |  |  | | | |  |
|  | *The cost is too small to worry about* | | | | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *It is too expensive to buy as you might not like it once you've bought it* | | | |  |
|  | | |  | |  |  |  |  |  |  |  |  | | | |  |
| **FS2** | Thinking generally about the brands of cigarettes available these days, please indicate which of these comments best describes how you feel. |  | | |  | |  |  |  |  |  |  |  |  | | | |  |
|  | *I always choose the same product* | | | | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *I always choose a different product* | | | |  |
|  | | |  | |  |  |  |  |  |  |  |  | | | |  |
|  | **INFLUENCE QUESTIONS** | | | | | | | | | | | | | | | | | |
| **FS3** | Which statement best describes how connected your friends are? |  | | | |  | | | | | | | | |  |  | | |
|  | | Most of my friends have more friends than I do | | | | | | | | | | | | | 1 |  |
|  | | Most of my friends have roughly the same number of friends as I do | | | | | | | | | | | | | 2 |  |
|  | | Most of my friends have fewer friends than I do | | | | | | | | | | | | | 3 |  |
|  | | | |  | | | | | | | | |  |  | | |
| **FS4** | And, thinking about your friends and their friends, which statement best describes the variety of distinct groups that your friends interact with? |  | | | |  | | | | | | | | |  |  | | |
|  | | Most of my friends have more distinct groups of friends than I do | | | | | | | | | | | | | 1 |  |
|  | | Most of my friends have roughly the same number of distinct groups of friends as I do | | | | | | | | | | | | | 2 |  |
|  | | Most of my friends have fewer distinct groups of friends than I do | | | | | | | | | | | | | 3 |  |
|  | | | |  | | | | | | | | |  |  | | |

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| **FS5** | I am going to read out some things other smokers have said about themselves in relation to cigarettes. Please select how much you agree or disagree. |  | | | | | | | |  | | | | |  | |
|  | | | | Disagree Strongly | | Disagree Somewhat | Neither agree nor disagree | | | Agree Somewhat | | Agree Strongly | |  |
| I often talk about cigarettebrands with other smokers | | | | **1** | | **2** | **3** | | | **4** | | **5** | |  |
| I consider myself to be influential when talking with other smokers about switching cigarettebrands/products | | | | **1** | | **2** | **3** | | | **4** | | **5** | |  |
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| **OPTIONAL SECTION: PRICE ELASTICITY MODULE** | |
|  | We are now going to show you a selection of offers, some of these may already be for sale in the market and some may be new offers that do not yet exist in the market. We would like to hear your opinion on these offers.  Please take some time to see and read through each of these offers appearing on the screen/visual (GIVE RESPONDENT ENOUGH TIME) |

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| **PE1** | If these offers that you see here are the only options available for you to select at the prices mentioned below, which of these offers would you be interested to purchase/buy in the future? If you would not like to choose any of the offers shown, you can also choose the option "None of these" as your answer. | **SHOW CHOICE TASKS** | | | | |  |
|  | Choice Task1 | | |  |  |
|  | Choice Task2 | | |  |  |
|  | Choice Task3 | | |  |  |
|  | Choice Task4 | | |  |  |
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| **OPTIONAL SECTION: SMOKER BEHAVIOUR** | |
|  | ASK SB1 ONLY IF TEST BRAND/OFFER HOUSE ALREADY EXISTS |

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| **SB1** | **Previous Brand**  You said that your regular brand of cigarettes is (MENTION REGULAR BRAND). Since (MINIMUM LEGAL AGE), did you have a main regular cigarette brand immediately before you started to smoke (REGULAR BRAND)? Which brand, if any, was that? | **WRITE BRAND NAME AND UNIQUE BRAND CODE IN SPACES PROVIDED BELOW. IN ORDER TO OBTAIN BRAND CODE REFER TO BOOKLET I, PROBING FOR NECESSARY HOUSE, FAMILY GROUP (TAR DELIVERY), FAMILY (LENGTH, FILTER/PLAIN, FLAVOUR) AND SKU DETAILS.** | | | | |  |
|  | PREVIOUS BRAND NAME | | | CODE |  |
|  |  | | |  |  |
|  | |  |  |  |  |
| **SB2** | **Substitute Brand**  Presently, if (REGULAR BRAND) was withdrawn from the market, which brand would you smoke instead. | **WRITE BRAND NAME AND UNIQUE BRAND CODE IN SPACES PROVIDED BELOW. IN ORDER TO OBTAIN BRAND CODE REFER TO BOOKLET I, PROBING FOR NECESSARY HOUSE, FAMILY GROUP (TAR DELIVERY) FAMILY (LENGTH, FILTER/PLAIN, FLAVOUR) AND SKU DETAILS.** | | | | |  |
|  | SUBSTITUTE BRAND NAME | | | CODE |  |
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| **SB3a** | **FORMING THE EVOKE SET GRID**  PLEASE RECORD THE BRAND NAMES AND BRAND CODES FROM RESPECTIVE QUESTIONS IN THE GRID |  |  | | |  | | |  | | |  | |
|  |  | | | | | BRAND NAME | | BRAND CODE | | |  |
|  | Occasional brand (1st Mention) | |  | | |  | |  | | |  |
|  | Substitute brand | |  | | |  | |  | | |  |
|  | Trial Last 3 months | |  | | |  | |  | | |  |
|  | Trial Last 3 months | |  | |  | | |  |
|  | Trial Last 3 months | |  | |  | | |  |
|  | Trial Last 3 months | |  | |  | | |  |
|  | Trial Last 3 months | |  | |  | | |  |
|  | Trial Last 3 months | |  | |  | | |  |
| **PLEASE STIRKE OUT ANY BRANDS IN THE GRID ABOVE THAT BELONG TO THE TEST BRAND HOUSE** | | | | | | | | | | | |
|  |  | **PLEASE RECORD THE FIRST 2 REMAINING BRAND NAMES IN THE GRID.** | | | | | | | | | | | |
|  | | BRAND NAME | | | BRAND CODE | | | |  | | |
| Brand A | |  | | |  | | | |  | | |
| Brand B | |  | | |  | | | |  | | |
|  | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | SB3b TO BE ASKED ONLY TO SOB SMOKERS | | | | | | | | | |
| **SB3b** | **Intention to buy**  ASK THIS QUESTION FOR THE TEST BRAND & THE TWO BRANDS FINALIZED IN THE ABOVE GRID  ASK THIS QUESTION FOR EACH BRAND SEPARATELY, ONE AFTER ANOTHER  Please tell me how likely you are to consider smoking (MENTION EACH BRAND ONE AFTER ANOTHER) in the future? SINGLE CODE  **SHOW CARD.**  **ROTATE BRANDS.**  Thinking of (MENTION 1st BRAND), could you please tell me which of the following phrases best describes what you are likely to do in the future? SINGLE CODE |  | |  |  | |  |  | | |
|  |  | | BRAND  A | TEST  BRAND | | | BRAND  B |  |
|  | ***Tick for rotation*** | |  |  | | |  |  |
|  | I would definitely not consider smoking this brand in the future regularly | | 1 | 1 | | | 1 |
|  | I would probably not consider smoking this brand in the future regularly | | 2 | 2 | | | 2 |  |
|  | I may or may not consider smoking this brand in the future regularly | | 3 | 3 | | | 3 |
|  | I would probably consider smoking this brand in the future regularly | | 4 | 4 | | | 4 |
|  | I would definitely consider smoking this brand in the future regularly | | 5 | 5 | | | 5 |
|  |  | |  |  | |  | | |

|  |
| --- |
| **INSTRUCTION FOR RESEARCHER: QUESTION D IS MANDATORY FOR MULTI PANEL 4CAST (D\_a FOR TWO PANELS 4CAST, AND D\_b FOR THREE OR MORE) – TO BE ADMINISTERED AT THE END OF VISIT 2** |
| **FOR TWO PANELS 4CAST, ADMINISTER DIRECT COMPARISON QUESTION D\_a** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| D\_a | SHOW BOTH THE PACKS / STICKS / COMUNICATIONS / OFFERS (AS APPLICABLE) SIDE BY SIDE AND PLACE BEFORE THE RESPONDENT  Please take a look at these two packs / sticks / communications / offers of (MENTION OFFER NAME). Of these two, which pack / stick / communication / offer do you prefer more? There is no right or wrong answer here. I just want your honest opinion. If you feel both the packs / sticks / communications / offers are equally preferable, you may say so. | **SHOW CHOICE TASKS** | | | | | | | | | |  |
|  | Prefer pack / stick / communication / stick 1 more | | | | | | 1 | | |  |
|  | Prefer pack / stick / communication / stick 2 more | | | | | | 2 | | |  |
|  | Prefer both equally | | | | | | 3 | | |  |
|  | |  |  |  | | | | | |  |
| **FOR THREE/MORE PANELS 4CAST, ADMINISTER RANKING QUESTION D\_*b*** | | | | | | | | | | | | |
| D\_b | SHOW ALL THE PACKS / STICKS / COMUNICATIONS / OFFERS (AS APPLICABLE) SIDE BY SIDE AND PLACE BEFORE THE RESPONDENT  Please take a look at these packs / sticks / communications / offers of (MENTION OFFER NAME). Now I would like you to rank these in the order of your preference. There is no right or wrong answer here. I just want your honest opinion on how you rank these against each other. So the pack / stick / communication / offer you prefer the most will be ranked 1, then the next pack / stick / communication / offer in your preference will get rank 2, and so on…. | **SHOW CHOICE TASKS** | | | | | | | | | |  |
|  |  | | | **RANK** | | | | | |  |
|  | Pack / stick / communication / stick 1 | | | 1 | 2 | 3 | | … | n |  |
|  | Pack / stick / communication / stick 2 | | | 1 | 2 | 3 | | … | n |  |
|  | Pack / stick / communication / stick 3 | | | 1 | 2 | 3 | | … | n |  |
|  | … | | | 1 | 2 | 3 | | … | n |  |
|  | Pack / stick / communication / stick n | | | 1 | 2 | 3 | | … | n |  |
|  | |  |  |  | | | | | |  |

1. (1) Local additions to list possible if required by the local CORA/Legal [↑](#footnote-ref-1)